



GEARs Board Meeting Minutes
February 12, 2019
Recorded by Angela Long, Secretary

Board Members	Members at Large
President – Larry Diffie (present)	Karen Goodwin – bRamble Manager (present)
Vice President – Vacant (Education)	John Reidy (not present)
Treasurer – Max Rosenberg (present)	Jim Wilcox – Advocacy (present)
Secretary – Angie Long (present)	Darcy Dillon (not present)
Administrator – Mike Cantrell (ex-officio) (present)	Bob Beals (not present)

1. Introductions: Board President Larry Diffie called the meeting to order at 6:11 p.m. No guests were present.

2. Approval of prior (January 2019) Meeting Minutes

- Jim motioned to approve the minutes as presented, and it was seconded. Unanimously approved.
- **Action:** Angie will begin to track action items on a separate spreadsheet

3. Committee Reports

a. bRamble Standing Committee (Karen Goodwin)

- **See Attachment 1** for bRamble notes and budget proposal
- Highlights:
 - Launching website and registration on Thursday, February 14, 2019
 - Hilyard and Amazon Parks will be the start-finish locations and are reserved
 - Camas Country Bakery has agreed to be the primary rest stop.
 - City of Veneta also will be a rest stop host
 - There are five routes at 37, 64, 82, 102, and 117 distances.
 - Proposed budgets presented several different scenarios, including a meal by Carte Blanche catering, marketing,
- **Action:** Mike to provide Angie Facebook Access and Karen to help get Twitter and Instagram access for Angie

b. Ride Committee (Mike Cantrell)

- Mike Cantrell reported that GEARs ride list serves to combine into one list-serve by the end of this month.
- Mike to meet with Dave Zumbrunnen to list bike hazards somewhere on the GEARs website

- Angie reported that the experimental Sunday afternoon rides are attracting riders. She will continue them through March.

4. Education

- This activity is the responsibility of the VP of Education, which is currently vacant
- Upcoming events include the following, all at the Eugene Garden Club;
 - February 27th – Steve Hecker
 - March – Pot Luck
 - April 24th – Obsidians, Bicycle Way of Life, GEARs – traveling with a bike. Richard Hughes, Virginia (Taiwan), Ruthy (Japan), and Darko (Ukraine)
 - May – Bicycle Touring 101 and The Oregon Coast
 - June – The French Connection
 - July – Jim Wilcox on bicycle touring

5. Community Connections

- University of Oregon Bike Club
 - Larry spoke with them and they are interested in partnering with GEARs
 - They have an event the first weekend in March
 - Points of Contact are Tenley, Justin
 - Might be able to provide meeting rooms at the university to GEARs
 - **Action: Angie to connect with Tenley and Justin**

6. Treasurer's Report (Max Rosenberg)

- GEARs Financial Control Policies and Procedures
 - Max moved to approve the Financial Control Policies and Procedures as amended, and it was seconded. Approved with four votes and one abstention (Karen Goodwin). **See Attachment 2**, Financial Control Policies and Procedures.
 - Supporting the Financial Control Policies and Procedures, Max moved and it was seconded that Karen serve as bRamble Manager. The Financial Control Policies and Procedures allows for the Board-approved Bramble Manager to authorize Bramble spending consistent with the Board-approved GEARs budget without further Board or Treasurer approval. Approved with four yes votes and one abstention (Karen Goodwin)
- GEARs 2019 Annual Budget
 - Max presented two budget options for GEARs club income and expenses, not including the Bramble: a "Wishlist" budget and a "Minimalist" budget. The "Wishlist" club budget projected an annual deficit of \$9250 (not including any Bramble income/expenses). The "Minimalist" club budget projected an annual deficit of \$6215 (again not including any Bramble income/expenses).
 - Max then presented a history of Bramble ridership and finances. It showed that a) ridership has dropped in recent years; b) historically the Bramble has produced more profit when expenses have been kept low; c) "historical "Return on investment" (profit/expenses x 100) has varied from 105% to 15%, but has averaged 60%; d) for at least the last three years the club has relied on Bramble profits to cover other club expenses and not run a deficit. **See Attachment 3**.
 - Max then presented an analysis of projected total club income/loss for 2019 for the "Wishlist" and "Minimalist" club budgets using the 2019 Bramble budget proposed by the Bramble committee, with three ridership scenarios (269, 300, and 350). These three ridership scenarios corresponded to a return on investment of 14%, 23%, and 39% respectively. For comparison, he presented an analysis of projected total club income/loss for 2019 for the Wishlist and Minimalist club

budgets using the same three ridership scenarios but a 2019 Bramble budget with lower expenses set to result in the historical average return on investment of 60%. This analysis showed that for the “Wishlist” club budget only one Bramble scenario (350 riders with a 60% return of investment) resulted in a 2019 total club budget with a net positive income. This analysis also showed that for the “Minimalist” club budget four out of the six Bramble scenarios showed a total club budget with a net positive budget, but for the 2019 Bramble budget as proposed by the Bramble committee only the scenario with 350 riders resulted in a total club budget with a net positive budget. The scenarios with 269 and 300 riders showed a net total club loss.

- Based on the analysis presented by Max, the Board opted for the minimalist budget to support the expanded bRamble activities.
 - Motion by Angie and it was seconded to approve the bRamble budget as proposed by the Bramble committee (300 participants, 23% return on investment) and adopt the minimalist budget with the following amendments:
 - Increase marketing category to \$500
 - Increase the Board approved expenses category to \$500
 - Increase the Administrator budget by \$300 (to \$7800) to cover additional expenses incurred by Administrator for GEARs business, thus raising the administrators monthly fee from \$625 to \$650.
 - Vote: Approved with four yes votes and one no vote (Max). The Board-approved 2019 GEARs budget, including the Bramble, is shown in **Attachment 4**, 2019 GEARs Budget as approved by the Board.
- c. January Treasurer’s Report. Note: This report was not presented during the Board meeting, but is presented here for the record.

GEARs TREASURER'S REPORT FOR JANUARY 2019

Prepared by Max Rosenberg, February 6, 2019

January Results

GEARs net revenue in January 2019 was -\$1,193

Monthly revenue: \$1,050, from membership dues and a \$500 sponsorship from GloryBee

Monthly expenses: \$2,243, mostly for club administrator and insurance costs.

See attached Consolidated 2019 Income/Expense Statement for details.

Year to Date Results

GEARs net revenue for 2019 was -\$1,193.

Year to date Revenue: \$1,050

Year to date Expenses: \$2,243

Current Net Worth Balance

\$23,227, a decrease of \$1,214 from year end 2018, reflecting the negative net income recorded through January 2019.

8. Advocacy – Jim Wilcox

- Luncheon for county street cleaners
 - On Thursday, February 7, a lunch of sandwiches, shrimp, cookies, Powerbars was provided to county workers.
 - They enjoyed being recognized
 - Larry's letter from last year was in the middle of the bulletin board
 - Larry and Jim thanked them for their continued services
- GEARs/Beer Fest 2019 (May – Bike Awareness Month)
 - **Action Item:** Jim to create a plan that outlines when, where, why, in conjunction with which partners, etc.
- Sears Road update
 - Jim suggested that Gwen check with the county commissioner responsible for the area.
- Bio-swails
 - Tour to be determined with a city/county expert
 - **Action:** Jim to check with the city expert on this topic

9. Administrator Report – Mike Cantrell (5 minutes)

- Club and Board insurance had to be paid by the end of January. This was approved by an email vote by the Board.
- Mike needs articles from Board members for the GEARs newsletters
- Adobe Illustrator – monthly cost is \$30/month; mike is paying for that himself

10. Pending Business

- a. The French Connection – June 21st thru 28th
 - i. 11 participants in France have committed
 - ii. Will organize a number of people who want to participate.
- b. Amazon Prime Non-Profit Beneficiary – Will pick up at a later date.
- c. Strategic Planning with consultant Dr. Pam Farmer
 - i. Board commitment for two hours for two different days, or six hours on a Saturday
 - ii. Looking at April to schedule

11. New Business (15 minutes)

- a. Jim Harrison (Cottage Grove) donating a relatively new bike case to GEARs (this will give us two cases for members to check out and borrow)
- b. City Streets – participate or not (\$350 savings) – it will not be held until September
 - i. Jim, perhaps with another Board member, would be willing to reach out to them
- c. Other Business
 - i. April 9th meeting to be rescheduled to April 16th.
 - ii. John Reidy has expressed desire to leave the Board, for personal reasons
 1. The Board accepted John's resignation
 2. Larry to address this in his column, and will call for replacements for John's position and also the VP of Education
 - iii. Jim and Larry are looking at creating a new web link on the GEARs website for commuters

The meeting adjourned at 8:30 p.m.

Next Meeting – March 12, 2019 at Kowloon or at 5:45 p.m.