



Board Meeting Final Minutes

March 12th, 2019 5:45-7:45 pm, Kowloon's

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

1. **Introductions** – Larry Called the meeting to order at 5:50 p.m. There were not guests present.
2. **Approval of prior meeting minutes.** Darcy Dillon moved, and it was seconded to approve the minutes. Approved unanimously.
3. **Committee Reports**
 - a. bRamble Standing Committee, Karen Goodwin
 - i. TheBlackberrybRamble.net website is up; registration is linked, routes are posted.
 - ii. There are already more sponsors than expected
 - iii. The trifold brochure for the bRamble is about to go to print
 - iv. Still working on a “pay as you go” t-shirt and jersey
 - v. Claim 52 is willing to host a fundraiser for GEARs
 1. May 1, 15, or 29th
 2. The Board decided May 15.
 - vi. Community Rides
 1. Emphasis on families and children rides
 2. Steve and Karen are meeting with Safe Routes to School for March 23, right after school. Three school districts are participating:
 1. 4J School District (Eugene)
 2. Bethel School District, starting at Shasta Elementary on Barger Rd (Bob and Larry to meet with the point of contact Sid)
 3. Springfield School District
 3. Safe Routes to School should have insurance to cover these rides
 4. In addition to Safe Routes to School, GEARs could sponsor a ride during May, which is National Bike Month. There was a consensus agreement to the following:
 1. May 18 or 19
 2. On the Bike Path
 3. 17-20 miles
 4. Sponsored by the Board

5. CycloFemme—A worldwide event
 - a. Kelsey Moore, and other women cyclists planning a Eugene event.
 - b. In the past, Karen has attempted the ride but felt unwelcome. She is hopeful that will be different this year.
- vii. bRamble meetings to resume March 24 and will be monthly on Mondays thereafter.

4. Education

- a. February 27th – Steve Hecker – postponed
- b. Rest of the year planning:
 - March 26– Steve Hecker
 - April 24 – Obsidians, Bicycle Way of Life, GEARs – traveling with a bike. Richard Hughes, and Virginia (Taiwan) and Ruthy (Japan) and Darko (Ukraine)
 - May 6 – Bicycle Touring 101 and The Oregon Coast
 - June 26 – Potluck for French Connection
 - July – No educational session due to bRamble preparations.
 - August 28 –TBD
 - September – City of Eugene PD, Bike Index and/or local bike shop
 - October – TBD
 - November: General Meeting/Elections
 - Other ideas:
 - Ellie Thallheimaer, author of Oregon and Washington books on bicycling
 - Joe K, “The Metal Cowboy”
 - Packing light and bicycle touring—Jim Wilcox
 - Beginner riders—getting involved in group rides
 - Should we survey our members to find out their interests? John Hofer conducted a telephone survey and there may be notes of that survey that might be helpful.
 - Mike shared that about 25% of GEARs members are active riders
 - Should there be a mentorship for new members and also a new member orientation (further discussion at strategic planning meeting)?
 - Responsibilities of managing the education programs:
 - Organizing speaker and promotion of event
 - Flyers to bike shops (all board members)
 - Posting information on the GEARs website
 - Providing calendar listings in the *Register Guard*
 - Facebook events (information to Angie)
 - Eugene Weekly (Information to Jim)
 - The Board members decided to share the responsibility of education programs by assigning a certain month to each Board member.
 - April—Richard
 - May—Larry
 - June—Max (French Connection)
 - July—nothing
 - August—Jim
 - September—Karen
 - October—Angie/Darcy

5. Ride Committee – Mike Cantrell
 - a. Reach the Beach – Three Training Rides – (Len’s Bikes – Corey Thomas)
 - I. April 3rd – Wednesday, 5:30 p.m. – Len’s Bikes, 15 to 20 miles
 - II. April 14th – Sunday, 11:00 a.m. – Alton Baker Park, 207c (Franklin Firehouse via Clear Lake Rd), 36 miles
 - III. May 5th – Sunday, 11:00 a.m. – Alton Baker Park, 210a (Poodle Creek Metric Century), 62 miles
 - b. Could this be a “Gather and Go” ride, or be placed in a separate section of the ride schedule?
 - c. If we say yes to this request, there would need to be
 - I. A GEARS trained leader:
 - II. Waiver form
 - d. bRamble training rides
 - I. Do we start GEARS training rides after May 5?

6. Treasurer’s Report- Max (via email)

GEARS TREASURER'S REPORT FOR FEBRUARY 2019
 Prepared by Max Rosenberg, March 7, 2019

January Results

GEARS net revenue in February 2019 was -\$1,236

Monthly revenue: \$0

Monthly expenses: \$1,236, mostly for Bramble dinner deposit. Note: Administrator's monthly fee for February will be payed in March.

See attached Consolidated 2019 Income/Expense Statement for details.

Year to Date Results

GEARS net revenue for 2019 was -\$2,429.

Year to date Revenue: \$1,050

Year to date Expenses: \$3,479

Current Net Worth Balance

\$22,204, a decrease of \$1,023 from January 2019.

7. Advocacy – Jim Wilcox

- a. Updates
 - I. Bike to Work Proposal
 1. Business Commute Challenge by LTD
 2. Find out if they would like to partner with us

3. Find out what they're doing and see if we can help them
4. The Board agreed that Jim can reach out to Point to Point
5. Bike Buddy Program—GEARs could that

II. Bike Month meeting

1. Spearheaded by Shane from the City
2. Breakfast on the Bridges

b. Roll Model—Recognizing GEARs' commuter members

- I. This would be an effort to nominate a "Commuter Hero" from the GEARs membership
- II. The nominations can start in a newsletter article.
- III. It also can run on the website—Jim would ultimately encourage GEARs to have a commuter page
- IV. The Board agreed that Jim can trial the Roll Model idea in recognizing commuter members.

8. **Administrator Report – Mike Cantrell**

a. Updates for the Board

- I. The system for financial reporting to Max is working well.
- II. Mike is writing all checks that were preauthorized by the Board
- III. PO Box cost has increased from \$140 to \$154 a year (a 10% increase)
- IV. Treasurer's duty to file a form for DOJ, \$50 to do it.

Action: Mike to see if Max can find out if John Hofer already submitted this form.

b. Ride with GPS

- I. \$250—will renew the service to members.
- II. The Board agreed to the renewal of Ride with GPS.

c. Newsletter for March

- I. Includes:
 1. Larry's column
 2. No profiles this month
- II. Comes out Friday
- III. Send articles to Mike before 9 a.m. Friday
- IV. Can there be articles from sponsors? Mike to look into what we have done in the past. Can potentially be a specific set of questions they answered.

9. **Pending Business**

a. Strategic Planning update – meeting with Dr. Farmer

- i. Board Commitment for 2 hrs for 2 different days, or 6 hrs, on a Saturday
- ii. The Board will look at their Saturdays in April for 6 hours (6, 13, 20, or 27)

b. Travel Lane County

- i. Video

Action: Mike to reach out to John to get the video files

c. City Streets – participate or not (\$350 savings) – it will not be held until September

- i. Shane is the contact. Need to decide as a group how we proceed.
- d. Eugene/EWEB – Steve Hecker sent an email to the Board on February 13 with a brief summary of the city’s efforts for the River Park. The Board expressed appreciation to Steve for the email.

10. New Business (15 minutes)

- a. Solicitations – how to handle? Occasional emails for companies that want to be associated with GEARs, but they want to sell things to GEARs members. Larry has been writing them back to invite them to be business members. There are businesses that only want email access to our members.
 - i. Webpage sponsors—could we find a way to engage sponsors for our pages, e.g., the commuter pages? GruneStrasse Backpack Company – is an example of a potential webpage sponsor with an initial interest.
- b. BikeIndex – Larry shared an email summary from Steve Percy, the founder of BikeIndex, since September 2018:
 - 82 bikes registered
 - Four bike registration events
 - Two bike shops recruited as Bike Index Registration Sites
 - 36 stolen bikes reported
 - One stolen bike recovered
 - Nine followers on Twitter
 - Three articles for the GEARs email newsletter on bike theft
 - Collaborated with Eugene Police Department to register bikes and deter bike theft
 - One presentation to the City of Eugene Active Transportation Commission on bike theft

Goals:

- Continue increasing above numbers.
- Get access to the GEARs Twitter and Facebook accounts to repost stolen bike alerts.
- Get access to the GEARs website to publish articles as a permanent online resource to stop bike theft.
- Identify contacts in other law enforcement agencies in Lane County as partners.
- Collaborate with University of Oregon Police and Transportation and encourage them to switch from Project519 to Bike Index for bike registration.
- Consider a Bike Theft Summit among stakeholders to identify problems and commit to solutions to reduce bike theft.

- c. Bike Film Festival
 - i. GEARS is being asked to get involved in a short film series about bikes, focusing on commuting.
 - ii. Paul for Arriving by Bike and Shane are involved
Action: Larry and Karen to speak with Paul and Shane to explore further.

- d. Other Business – All (5 minutes)
 - i. Tomoko sent a flyer about bicycling from a climate change point of view
 - ii. Monthly inclusive ride, fun, groovy, chat about how bikes can change the world
 - iii. The first ride is March 17 at 2 p.m. at EWEB fountain

11. **Next Meeting** – April 16th, 2019 at location TBD, 5:45 – 7:45 p.m.

Meeting adjourned 8:10 p.m.