



Board Meeting Minutes (August 20th, 2019 5:45-7:45 PM at Jim’s Wilcox’s Home)

Board Members	Members at Large
President – Larry Diffie (Present)	Karen Goodwin – bRamble Manager (Present)
Vice President – Vacant	Jim Wilcox (Present)
Treasurer – Max Rosenberg (Absent)	Darcy Dillon (Present)
Secretary – Angie Long (Present)	Bob Beals (Present)
Administrator – Mike Cantrell (Present)	Vacant

1. Introductions – No Guests present

President Larry Diffie called the meeting to order at 5:59 p.m. He congratulated the team for a very successful bRamble.

2. Approval of July Meeting Minutes – Angie/All (5 minutes)

A motion to approve the minutes was moved by Angie, and it was seconded. Minutes unanimously approved.

3. Strategic Planning Follow-up Discussion (10 minutes)

- a. Larry asked the Board members to refer to Objectives 1 – 14, for Criteria & Timelines for the Strategic Plan that we developed in the spring of 2019. He asked when do we go to membership for or with approval? Should we include the new mission statement?
 - Board members suggested to provide to members in the September newsletter, along with a story about how we developed it with consultant Pam Farmer.
 - The newsletter deadline is Thursday at 10 p.m.

4. Strategic Plan

Red text indicates edits discussed at the board meeting.

Strategic Pillar 1: Finance and Business Practice

- I. \$25,000 reserve +/- 20%, 12-month average
- II. Grow budget by 5% to invest in our membership and community.
- III. Board is responsible for developing 10 new partnerships/sponsors per year
- IV. Review/update strategic objectives annually – report to full membership

Strategic Pillar 2: Membership Services

- V. Compare/review membership benefits annually with an effort to seek enhancement for them.
- VI. Create communication strategy to increase effective communication to past, present, and future members
- VII. Strategically increase membership by 10%, focus on women/multi-generational/different abilities/multi-cultural

Strategic Pillar 3: Community Services

- VIII. Coordinate, promote, and lead at least 325 scheduled rides at various levels. Create diversity to open up opportunities for different types of riders
- IX. Initiate/coordinate/collaborate/lead 5 or more community ride events
- X. Initiate, coordinate and lead the annual bRamble to engage with the greater Eugene/Springfield area and Lane County.
- XI. By 12/2019, create a strategy to encourage public, private and governmental entities to develop better cycling facilities

Strategic Pillar 4: Education and Advocacy

- XII. Recruit/select volunteer(s) to focus on Education by December 2019 to facilitate activities related to safety and skill development.
- XIII. By 10/2019, create an action plan to involve the Club members on meeting Club goals.
- XIV. Utilize the current newsletter to include a diversity of information or issues impacting bicycling in each issue.

4. New Business

There was no new business.

5. Treasurer's Report – Max

GEARs TREASURER'S REPORT FOR JULY 2019 Prepared by Max Rosenberg, August 21, 2019

GEARs net revenue in July 2019 was \$6,451

Monthly revenue: \$7,987, mostly Bramble registration fees and sponsorships

Monthly expenses: \$1,536, mostly the administrator's fee and misc. Bramble expenses

See attached Consolidated 2019 Income/Expense Statement for details.

Year to Date Results

GEARs net revenue for 2019 is \$7,554

Year to date Revenue: \$22,820

Year to date Expenses: \$15,265

Current Net Worth Balance

\$44,822, an increase of \$14,252 from June 2019.

This reflects that most Bramble income has come in but most Bramble expenses have not yet gone out as of the date of this report.

6. Committee Reports

- a. bRamble Standing Committee (Karen)

- i. Brief recap –See attached report, last page.
- ii. We have about 250 surveys that need to be aggregated.
Suggestion: The Board and bRamble Committee to collectively do it
- iii. Next steps
August 27, 2019, 6-8 p.m. is the volunteer appreciation dinner
Claim 52 is hosting
There was a motion by Larry, and it was seconded to authorize up to \$500 to pay Claim 52; Approved by unanimous consent.

To dos:

- 1. Create and write Thank You notes to our sponsors and helpers.
- 2. Get photos on our website.
- 3. Create Manual for future bRambles—everyone write up their responsibilities.
- 4. Collect final sponsor payments.
- 5. Send out jerseys (arriving in four weeks)
- 6. Create volunteer survey (to be handed out at the volunteer party)

b. Ride Committee (Mike)

- i. Garry and Mike invited ride leaders to the Ride Committee meeting in July. Some of the outcomes included:
 - 1. Ride Leader forms – need to update to include emergency and personal cell phones
 - 2. Ride speed levels and what can/will we do?
 - 1. Allowing some leaders to determine their pace
 - 2. Garry is working on the language surrounding ride paces
 - 3. There was a suggestion to provide a write-up on the supplemental medical coverage as a member benefit for ride leaders, as it difficult to describe it.

c. Advocacy (Jim)

- i. GEARs has had a challenge over the years of consistent messaging regarding advocacy. Now we are less advocacy-oriented than we have been in the past.
- ii. Support or not? Letters or not? When?
 - 1. Bicycle hit and run
 - 2. Bicyclist killed
 - 3. Territorial—meeting later in October for the County Commissioners; approval to go ahead with the improvement.

Action: Jim to write a general letter of support to the City of Eugene and Lane County; will submit to Board for approval

- iii. Should there be an endorsement statement that says, “I believe that the bicycle is an effective, efficient, cost-saving, and environmentally friendly means of transportation that should be funded at a level commensurate with its benefits to the community.”

Action: Jim will approach Kitty Piercy, former Eugene Mayor, for her perspectives and who else should review it.

- iv. Springfield 2019 Wellness Fair, October 9, 9-1 p.m., at the Springfield City Hall, for city employees. Jim to table at this event. Larry to help. Erin Frey is his contact. Potentially give aways, etc.,

7. **Administrator's Report** (Mike)

- a. GEARS thank you cards provided to Karen.
- b. Hilyard Center is unavailable on November 14 for the GEARS Annual Meeting, due to a standing class on Thursday evenings; Currently reserved for Wednesday, November 13.

8. **Education** – updates and future events

September 25th – City of Eugene PD, Bike Index (local bike shop)

October 23rd – Jim Wilcox– Light Touring

November 13th – General Meeting/Elections

9. **Ongoing Topics** – Discuss only those topics that need to be addressed

- a. Meeting locations—OK to keep meeting at Jim's home
- b. Connection Opportunities
 - I. Veneta Harvest Festival (Saturday, September 14) (Larry)
- c. Twitter Account – Steve Piercy to share with Angie –Done
- d. Camas Mill, Bakery & Store – would like help getting a grant (they are not a non-profit) to put up a public bicycle workstation (pump/minor repair tools) (\$715 at Bike Fixation)
 - I. We can buy the station for them, we just can't give them money
 - II. Could consider a formalized request?
 - III. Decide how to structure to ask for requests, how much money to provide?
 - IV. **Action:** Mike to provide background on the process, Bob to help.
- e. 2019/2020 Board
 - I. Potential board members:
 - 1. Would not limit to current members
 - 2. Someone who is an advocate?
 - 3. Larry highlighted several individuals
 - 4. Potential board members would need positive energy, a willingness to get involved and be engaged
 - 5. Potentially consider a bike industry member
- f. Other Topics?
 - I. Should the board hire an executive director? To be discussed at the September Board meeting
 - II. Lifetime Membership award: Mel Huey (unanimously approved)

10. The meeting Adjourn, 8:05 p.m.

Next Meeting – September 10th, at Jim Wilcox's Home at 5:45 p.m.

Attachment 1,

August 20, 2019 Report to the Board:

Registration

Route	Sign Ups			
	Eventbrite	Onsite pre&event	Mail-in	
117 Epic	14			14
102 Wolf Creek Classic	61	6		69
82 North Winery Tour	33	5		38
64 Veneta Metric	116	9	16	141
38 Camas Loop	90	8	3	101
unknown	5			5
Total 2019 riders				368
2 signed up riders deferred to 2020.				

Packet Pick up Party at Claim 52 was a big success-plan better in future.

	2019 Eventbrite data	
Younger than 25	5	
25-30	13	
31-35	27	50 & under
36-40	17	114
41-50	52	
51-60	88	over 50
61-70	21	127
71-78	18	
Declined to state	27	

Gender

156 Females; 170 Males participated.

Eventbrite data

State/ City	# of riders		
CA	13		
CO	1		
DC	2		
ID	1		
OR	294		
Eugene		171	
Springfield		12	
Regional		6	
Portland Area		38	
Bend		19	
Corvallis		11	
Coast		7	
Salem		11	
Other		19	
Subtotal for Oregon cities listed			275
SD	12		
VA	2		
WA	1		
	326		

Raffle

Burley Trailer Encore X winner Farzahn -first time metric rider.

Sponsors

Comcast Business Sport Hill have yet to pay (\$1000 total).

Budget

Not all expenses are in, but we're close. Overall, we made more money than projected by keeping expenses in line and a higher than expected sponsorship revenue. Additionally, registration generated more because more riders signed up at the higher price structure than anticipated. Most rider surveys have not been read but the feeling overall at the event was very positive.

Merchandise:

Total of 29 of jerseys were ordered.

176 t shirts ordered (received 181 as Threadbare gave us 5 extra)

134 were given or sold and we have about 46 in inventory. They do not have dates and can be sold and used in the future.

Raffle did not bring in much. It is suggested not to take that donation again for the bRamble.

Volunteers

Our volunteer ratio was 90 volunteers to 368 riders (minus no shows).

Jane Higdon

9 women participated.

Photography

Graham and Bob worked tirelessly and took over 2000 photos. Mike and Karen are working to get them on our website for participants to download.

Full discussion among the bRamble Team will help determine areas of weakness and strength.

Volunteer Party is August 27 and volunteers will be asked to complete a survey.

To do:

Create and write thank you notes to our sponsors and helpers.

Get photos on our website.

Create manual for future bRambles.

Collect final sponsor payments.

Send out Jerseys.

Create volunteer survey

Plan party and invites