

Greater Eugene Area Riders (GEARs) Minutes from Board Meeting Tuesday, December 12, 2017

Time Meeting Called to Order: 6:32 PM

Meeting Place: Whole Foods Market, Eugene

Names of Meeting Participants and Absentees:

Present

Larry Diffie, President
Steve Hecker, Vice President
John Hofer, Treasurer
Dave Zumbrunnen, Secretary
Karen Goodwin, Member at Large
Al Hongo, Member at Large
John Reidy, Member at Large
Jim Wilcox, Member at Large
Mike Cantrell, Administrator

Absent

Jessi Stinson, Member at Large

Guests

No guests attended.

A quorum was present.

For the Record: 2018 GEARs BOARD OF DIRECTORS AND OFFICERS VOTED INTO OFFICE AT THE ANNUAL MEETING HELD WED., NOV. 29, 2017

LARRY DIFFIE - PRESIDENT - 2018 IS THE FIRST YEAR OF LARRY'S 2 YEAR TERM
STEVE HECKER - VICE PRESIDENT - 2018 IS THE SECOND YEAR OF STEVE'S 2 YEAR TERM
DAVE ZUMBRUNNEN - SECRETARY - 2018 IS THE SECOND YEAR OF DAVE'S 2 YEAR TERM
JOHN HOFER - TREASURER - 2018 IS THE FIRST YEAR OF JOHN'S 2 YEAR TERM
JIM WILCOX - MEMBER AT LARGE - 2018 IS THE FIRST OF JIM'S 2 YEAR TERM
KAREN GOODWIN - MEMBER AT LARGE - 2018 IS THE FIRST OF KAREN'S 2 YEAR TERM
JOHN REIDY - MEMBER AT LARGE - 2018 IS THE FIRST OF JOHN'S 2 YEAR TERM
AL HONGO - MEMBER AT LARGE - 2018 IS THE FIRST OF AL'S 2 YEAR TERM

- 1. Introductions** – New board members Larry Diffie, Karen Goodwin, Al Hongo, and John Reidy were welcomed. All board members introduced themselves, described their backgrounds related to cycling, and briefly discussed various goals for the year. These included bRamble organization, volunteer recruitment and management, maintaining financial soundness of GEARs, enhancing outreach to businesses, maintaining current business members, increasing number of business members, increasing awareness of cycling-relevant activities in Eugene-Springfield, advocacy, and updating the web site and posted route sheets. Larry cited opportunities in marketing, growing GEARs, and focusing board members and members to achieve key goals. He endorsed a committee approach that was begun earlier. The importance of mission identification was

mentioned. He suggested improved communications to members that can be done, for example, by including articles about board and committee activities in the newsletter.

2. The prior meeting minutes were approved with all members present voting aye.

3. Committee Reports

- a. Executive Committee – The Executive Committee consists of the president, vice president, treasurer, secretary, and administrator. A meeting was held on December 5 for the new committee to get acquainted and to assist Larry with forming the board meeting agenda. Planned and potential GEARs activities for 2018 were discussed. A need for strategic planning of some sort was contemplated so that club strengthening or expansion can be done in accordance with a clear mission. [The committee meets about one week prior to board meetings and has the primary purpose of assisting the president with forming the meeting agenda for board meetings. It also attempts to formalize proposals to be considered by the board so that time spent by board members at board meetings can be used most productively. (The GEARs Board Notebook includes a full description of the functions of the Executive Committee.)]
- b. Ride Committee – Mike reported that ride leaders are being asked to announce *points of emphasis* that promote safety of scheduled rides. These are provided to ride leaders each month. Examples include asking riders to point out hazards and form a single file when a car is called “back.” A committee meeting will not be held in December due to the busy holiday period.
John Hofer suggested reaching out to U. of Oregon students such as by offering introductory rides to show area roads to students who are typically from outside the Eugene-Springfield area and to assist them in developing cycling skills. Al Hongo offered to assist in making contact.
- c. R & R / Business Membership Committee – John Reidy presented three documents (listed below) that have been prepared by the R&R Committee. He distributed via-email a Google drive link so that board members can access them. He described a plan that has been developed by the committee during several meetings over the last month to retain and increase numbers of business members. To start, existing business members would be contacted first and would be asked for feedback about the membership program described to them. The documents would be improved using this feedback and GEARs board members or members would subsequently contact prospective business members so that the likelihood of adding new members would be greater. John R. asked Mike about the possibility of adding a section to the GEARs web site that focuses on business members. He also described the desirability of increasing usage of GEARs Facebook page.
 - i. GEARs Business Membership Introduction – Internal GEARs document to be used by GEARs members to tailor their presentations to solicit renewals of current business members or sign up new business members.
 - ii. GEARs Business Membership Program – Document for distribution to renewing and prospective members that delineates benefits to their businesses by becoming a GEARs Business Member. Three levels of membership are available with tiered benefits and membership costs (i.e., Gold \$500, Silver \$250, Bronze \$125).

- iii. Spreadsheet– For internal GEARs use. List of current members, donation amount, bRamble affiliation, point of contact with contact information.

ACTION: Jim offered to hold a meeting to give suggestions about effective business recruitment based on his experience. Jim and John R. will arrange the meeting. Karen, Dave, and Al agreed to participate.

- d. Education – Steve solicited ideas for educational presentations that are the focus of GEARs monthly public meetings. On-road bike repairs, GPS devices and usage, and bike fit were mentioned as possible topics. He will convey the ideas to Lyn Gilman-Garrick who, after completing her term on the board in 2017, has volunteered to continue planning educational presentations for 2018.
- e. bRamble - Karen said that Jessi submitted a new logo for consideration. She mentioned that a new logo might be desirable for the 20th bRamble anniversary. The first bRamble meeting was held last week and another is scheduled for next week. Karen will send an e-mail message to set up this next meeting. The need for a bRamble coordinator will be discussed further. The objectives of the bRamble were a focus of the first meeting. Goals for the 2018 bRamble include increasing the number of participants, adding an after-ride meal, offering the ride as part of a group of rides with neighboring clubs, route changes, incorporating the community ride into the bRamble instead of offering it separately, marketing the ride with Travel Lane County, and defining ride cancellation and refund policies.
- f. Advocacy – Jim described steps taken to thank Eugene city road cleaning crews for their work to keep bicycle lanes clear of debris. As done last year, holiday gift food platters will be taken to their facility on Roosevelt Avenue.

ACTION: Jim and Larry will coordinate to deliver food platters.

Larry attended a recent meeting of the Eugene Alternate Transportation Committee and found it informative. He suggested that other board members consider also attending.

ACTION: John R. requested that Jim send to him for Facebook postings information about any public cycling-related events that he becomes aware of.

There was general agreement that communications to city and county transportation-related personnel need to be coordinated. Dave suggested that GEARs begin regular, periodic interactions with these persons so GEARs is more aware of pending decisions and policies affecting cyclists.

ACTION: Dave will provide at next board meeting contact information for persons in city of Eugene, city of Springfield, and Lane County who have functions directly related to cyclists.

- 4. **Treasurer's Report-** John H. reported that GEARs is in good shape financially. He provided copies of the December Treasurer's Report and Consolidated Income Statement, and summarized revenue and expense information for November 2017. GEARs had a year-to-date revenue of \$14,331.11 and a year to date net income of

\$3788.12. At Larry's request, John H. gave a tutorial about GEARs finances. All transactions are categorized by month and are via a club account, bRamble account, or PayPal account. The club account is used typically for paying club expenses and donations and receiving membership dues. The bRamble account is used for bRamble income and expenses. The PayPal account is chiefly used to receive membership dues paid via the GEARs web site but has found other occasional uses as well. Money from the PayPal account is transferred periodically to the club account. John H. emphasized that expenditures require board approval and that reimbursements require a receipt and clear description of why a specific purchase was made.

5. Old Business - Status of action items

- a. GEARs Clothing at Paul's Bicycle Way of Life –Steve reported on Virginia Xing's (of BWOL) accounting of the GEARs clothing sold at BWOL. They sold 6 items for a total of \$507 and they took \$5 per item, so GEARs' total is \$477. Al Hongo provided a check that was conveyed by Steve to John H. for deposit. Steve had 4 remaining unsold items that were returned by BWOL. The use of these will be decided in the future (e.g., raffle gift, sale via web site). Details are below.

Steve also reported that Virginia suggested we look in the future at Champion Systems as a possible provider of custom clothing. Their requirements for minimum purchases are less strict than Primal. It was noted that Kristin Yarris, who handled the current apparel order, may have more knowledge about Different vendors.

DESCRIPTION SOLD	SUBTOTAL
GEARs Men's Prisma Short Medium 1	\$75.00
GEARs Men's Raglan Sleeve Jersey Long Sport Cut 1	\$80.00
GEARs Men's Prisma Short X-Large 1	\$105.00
GEARs Men's Prisma Short Large 1	\$105.00
GEARs Men's Wind Vest Solid Back Panel Sport Cut Large 2	\$142.00
Total	
	\$507.00
	BWOL (\$30.00)
	\$477.00 (check #22452)

- 6. Mike distributed new notebooks to incoming board members. He distributed updated documents for insertion into their existing notebooks. He mentioned that all board members have club e-mail addresses indicated on the GEARs web site. These link to personal e-mail address for confidentiality purposes but are only operable for incoming e-mail. Some additional pages for the notebooks will be given at next month's meeting.
- 7. Larry asked whether GEARs should partner in some manner with Better Housing Together (betterhousingtogether.org). Board members were uncertain whether the focus of this organization falls within GEARs mission. It was agreed that an announcement on GEARs web site or in the monthly newsletter about a planned February meeting would be acceptable so that interested members can attend. A consensus arose that any additional announcements or interactions should be discussed prior to proceeding.

Larry also suggested that a social gathering be planned. The board was favorable to this idea and the suggestion will be explored further.

Several board members emphasized the need to discuss at the next board meeting the position of club volunteer coordinator and how this person Diffiers from the bRamble volunteer coordinator. Steve referred board members as a starting point to their notebook where club committees are described.

Time Meeting Adjourned: 8:40 PM

Anticipated Time and Place for Next Meeting: Tuesday, January 9, 2018, 6:30 to 8:30 PM, Whole Foods Market, Eugene.

Respectfully submitted,
Dave Zumbrunnen, Secretary
Monday, December 18, 2017