



## **December Board Meeting Minutes (Draft)**

**December 10, 2019 5:45-7:45 PM @ YMCA 2055 Patterson St, Eugene, Oregon**

**Recorded by Angela Long, Secretary**

### **Board Members Present**

- Karen Goodwin, President; Max Rosenberg, Treasurer; Bethany Thomas; Larry Diffie, Vice President; Bob Beals; Doug Hintz; Angie Long, Secretary; Jim Wilcox; Mary Flatley; Mike Cantrell, Administrator

**The meeting was called to order at 5:55 p.m.**

### **1. Introductions**

Karen welcomed the new Board to its first meeting and Board members shared a little bit about themselves as a representative of GEARs and cycling in general.

### **2. Approval of prior meeting minutes**

Larry approved and it was seconded to approve the October Board meeting minutes.

#### **Discussion**

- The Board discussed an amendment to the Treasurer's report in the October minutes that related to compensation for board members. The amended board minutes were approved unanimously.

Angie moved and it was seconded to approve the November General Membership meeting. Approved unanimously.

### **3. Administrator's Report (Mike)**

- Mike shared magazines that the club receives
  - The Board decided to donate them to the YMCA
  - Mike to stamp our name and address on them
- Newsletter deadline is this Friday, December 13, 2019
  - Board members are encouraged to write articles
  - Karen as president will be submitting the president's column this year
  - Newsletter could be improved with removing redundancies
    - Next Board meeting: Further discussion

### **4. Membership Report (Mike)**

- The Board reviewed the current list of businesses and individuals/families numbers.
  - Karen, Bob, Larry, and Mike will discuss the topic separately to sort out bRamble vs GEARs supporters
- Mike reported that there are 231 current memberships in GEARs, which is on par or a little lower than in the past. Considering the household numbers, our estimated number of members is 280.
  - Mike is sending the renewal card to the past three years of lapsed members



- Mike will look into adding gender and age onto membership form online; also will include an option to not answer

## 5. Treasurer's Report (Max)

- November report presented
- 2020 budget will be presented at the January 2020 Board meeting and the final budget will be approved at the February 2020 meeting.

### **GEARs TREASURER'S REPORT FOR NOVEMBER 2019**

Prepared by Max Rosenberg, December 10, 2019

#### **November Results**

GEARs net revenue in November 2019 was -\$884

Monthly revenue: \$375, all club memberships

Monthly expenses: \$1,259, mostly the administrator fee November annual meeting costs

See attached Consolidated 2019 Income/Expense Statement for details.

#### **Year to Date Results**

GEARs net revenue for 2019 is \$8,839

Year to date Revenue: \$44,361

Year to date Expenses: \$35,522

#### **Current Net Worth Balance**

\$32,186, a decrease of \$885 from October 2019.

This reflects that we are mostly done with our largest income and expense item, the Bramble, and we are back to our regular monthly income/expense situation.

## 6. Committee Reports

- **bRamble Committee** (Karen, Bob)
  - Karen presented a draft budget, procedures, sponsors, logos, website
  - Karen will propose revisions to the financial policies document
  - Different approach for management, where the chairs take on more responsibilities
  - Registration kick-off party, Thursday, January 16, 2020, Claim 52 at Tyinn St.
  - Sponsors:
    - First rejection from PeaceHealth--not sponsoring this year
    - Sport Hill is willing to be a jersey and t-shirt sponsor; he will still provide a monetary sponsorship
    - Hoping to do something different with Burley and Rolf Prima
    - Preliminary discussion with Yogi Tea



- All bRamble/Board members are encouraged to solicit local businesses
- Need to revisit how to designate donations of surplus revenues each year; to be determined at a future meeting.
- **Ride Committee (Mike, Larry)**
  - Lost rider problem; cell phone number exchange status report
    - Possible solution: Ride ambassador to reach out to this person; “rules of the road;” card to hand to riders, with a ride leaders phone numbers
  - REI
    - Wayne wants the bRamble information for their website, including the kick-off party
    - Partnership on an overnight family ride/camping they'd like to have in late June.
      - GEARs would provide ride leaders
      - One day only
      - Some benefit for GEARs members
      - Short and long rides
    - If this is successful, interested in having a Women’s Only overnight ride/camping at a later date.
  - Angie will work with Kelsey Moore of the Bike Program at UO to check on opportunities to collaborate

## 7. Education Presentations (Larry,)

- Education programs are currently planned for the 4<sup>th</sup> Thursday of the month to be hosted at the Eugene Garden Club: Jan 22<sup>nd</sup>, Feb 25<sup>th</sup> (Michael Martin--mechanic) Mar 25<sup>th</sup>, Apr 22<sup>nd</sup> (BEST) May 27<sup>th</sup>, Jun 24<sup>th</sup>, Jul 22<sup>nd</sup>, No August, Sep 23<sup>rd</sup>, Oct 28<sup>th</sup>.
- REI, however, is interested in supporting our education program.
  - Potentially partner with REI for Educational functions as/if dates align and presentations allow.
  - Would allow new audiences from both to be more informed about training opportunities regarding cycling in and around Lane County.
  - REI publicizes; GEARs publicizes
  - REI would maintain on-line pre-registrations; Registered participants get in first
  - Would need to move our Education Programs to Tuesday evenings to meet REI’s standard Education night
  - REI/GEARs would jointly introduce the joint programs.
  - Start times would be – doors open at 6:30 p.m. (social and beverage/food collection time), presentation begins at 7:00 p.m. and ends by or before 8:30 p.m.
  - Could possibly use Wildcraft Cider’s upstairs 1,500 sq ft meeting/event room for free.
  - Ask for suggested donation of \$5.00 to GEARs (non-profit) to go to a designated recipient that would be announced prior to event (100% of all donations could go to a good cause), free if patrons choose not to donate.
  - Wildcraft may donate \$1.00 to GEARs out of every cider/other order
  - Would save GEARs monthly expenditures now currently paid to the Eugene Garden Club.



- Would need to move January's presentation to January 21<sup>st</sup> (Tuesday). Have to contact Dan Shryock to see his availability. (REI needs to know asap for publicity and registration purposes)
- All joint presentations would need to be on a Tuesday evening/night.
- Takes planning and recruiting for presenters pressure off of both groups with a partnership.
- Shared website links would be necessary
- The Board had consensus to proceed on a trial basis for the first year; perhaps every other month.
  - Consider a no-fee sign-up opportunity for the bRamble at these events
- Another opportunity is to partner with REI to create a local destination overnight bike tour, somewhat SAG supported.
  - Would allow new audiences from both entities to experience/learn about bicycling touring in and around Lane County in late June 2020 (Saturday/Sunday event).
  - REI publicizes; GEARs publicizes
  - REI would maintain on-line pre-registrations
  - REI would front expenses, equipment and other, and receive all financial benefits
  - Looking at \$35 to \$50 fees.
  - GEARs provide Ride Leaders for shorter and longer ride (one day only)
  - The Ride Leaders who choose to spend the night would receive dinner/supper at no cost to them (GEARs expense at worse-case scenario)
  - Schwarz Campground is the first choice of camping sites.
  - Row River (short and long) rides are currently the choice.
  - GEARs maintains liability during the GEARs led ride portion.
  - Would be in conjunction with a GEARs scheduled ride (from Row River Trailhead up to Cedar Creek)
  - Would be separate of, yet inclusive with REI/GEARs Family Ride
  - REI would provide dinner/supper at campground
  - REI would provide canopies, some chairs/tables at campground
  - REI would rent tents, etc. on an as needed basis to participants
  - REI would provide van to carry equipment/food/ice chests/etc. and supporting REI staff.
  - Participants would get to from Schwarz Campground on their own
  - One day riding event, with campground activities planned/provided by REI
  - Fishing, swimming, paddle boarding, etc. available at Dorena Lake
  - Should individuals choose to stay another night/day, would be on their own with no further liability with/to REI or GEARs

## 8. Advocacy (Jim)

- Jim was not present at the time this agenda item came up; not discussed.

## 9. New Business

- **Business Partnerships** (Karen, Larry 5 mins)
  - GruneStrasse Backpack Company – Aaron Weiss-GEARs relationship
    - Wants to do a “Kickstarter” campaign with a link on the GEARs site



- Consensus around asking him if he wants to become a business member, complete with a link to his website.
- **GEARs Website** (Karen)
  - Solicit photos of GEARs women riders
    - Only about four of 60 photos are of women
    - Board members to provide photos
- **Commemoration Plaques to Businesses** (Karen)
  - Chainring recognition plaques--discussed and agreed that this is a good way to recognize bRamble and GEARs sponsors/partners
- **May is Bike Month Meeting** (Karen, Larry)
  - Plan beginner/introductory rides for May
    - Slower rides, later start--Larry willing to lead
    - How to measure riders reached?
    - Can GEARs consider a membership that runs May to April
      - Always one time of a year to re-up membership
      - Mike will report on this at the next meeting
  - Hold Membership Drive in May
    - Karen will work on developing the concept
  - Other Ideas for Bike Month:
    - CycloFemme
    - Claim 52 event
    - Safe routes to school rides
    - bRamble Training Rides kick-off
- **Other Announcements**
  - GEARs is contributing money to BEST, Better Eugene Springfield Transportation
    - We will get four seats at a banquet on Tuesday March 17, 2020 (St Patrick's day)
  - Eugene Symphony put up two bRamble tickets for a raffle
    - The idea is to get exposure for bicycling and the clubs
    - Bethany to speak to Len about this to find out more

**The meeting adjourned at 8:15 p.m.**