

Board Meeting Minutes
February 11, 2020
6:00 p.m. to 8:00 p.m.

Board Members Present

Karen Goodwin, President; Larry Diffie, Vice President; Angie Long, Secretary; Doug Hintz, Treasurer
At-large Members: Bob Beals; Mary Flatley; Bethany Thomas; Jim Wilcox
Mike Cantrell, Administrator (nonvoting)

1. Welcome/Announcements

- A. The meeting was called to order at 6:05 p.m.
- B. The check-in question is what would be your dream bicycle ride in 2020?
- C. Doug Hintz announced that he met with Max Rosenberg to discuss the Treasurer's job. Doug will make necessary accommodations to take on this responsibility.

2. Approval of the Prior Meeting Minutes

Angie moved and it was seconded to approve the minutes as written, with a slight formatting change. Unanimously approved.

3. New Business

- A. Reach the Beach
 - a. Larry has organized an informal GEARs Team for "Reach the Beach." So far five GEARs members have expressed interest. Would the GEARs Board be interested in providing support, such as \$100?
 - b. Discussion
 - i. Does it meet the mission of GEARs?
 - ii. What about submitting a formal proposal to the Board for funding. This would be the way to make a case about it.
 - iii. Reach the Beach put us on their website to promote the bRamble.
 - iv. Larry to write another article for the GEARs Newsletter
 - v. Consider how to manage the transportation?
 - c. General consensus from the Board not to authorize organizational funds to be provided to Reach the Beach.
- B. 20 Rides in 2020
 - a. Angie presented the concept of a 2020 Challenge to ride 20 rides outside of Eugene (in Oregon and Washington) in 2020. See Attachment 1 below.
 - b. Discussion
 - i. Shouldn't be a liability issue
 - ii. Could there be a T-shirt at the for those completing some or all rides.
 - iii. Ask for others to step forward to coordinate and facilitate each ride
 - c. General consensus by the Board for Angie to promote this in the newsletter and on the GEARs Website.
 - i. Mike and Angie to work on the website

C. Annual Budget

- a. Karen presented a preliminary budget roughly based on the 2019 budget
- b. Karen proposed an increase in the membership income budget due to the fact that GEARS is doing a membership drive focusing on May is Bike Month
- c. Includes the approved bRamble budget
- d. Reflects increases in club insurance, equipment and storage, Ride Committee, Board meetings, marketing and advertising
- e. Projected money left over would be \$7,787
- f. Discussion
 - i. Is 400 members too aspirational? From a budget perspective, perhaps we should target a more realistic amount of members.
 - ii. Board members agreed to change the membership income number to \$8,000 (from \$10,000)
 - iii. Board members agreed to drop line 331 Advocacy/Community Programs 10% of reserve above 25K out of the below the anticipated income.
 - iv. Larry motioned to approve the proposed GEARS 2020 budget as amended and it was seconded. Unanimously approved.

D. GEARS T shirt

- a. A T-shirt design was proposed and Board members commented.
- b. Several Board members liked the idea of having a t-shirt with just the GEARS logo.
- c. Committee of Karen and Jim and Mike to continue the discussion.

4. Treasurer's Report

- A. Mike reported a monthly income and expenditures report, which he typically provides to the Treasurer.
- B. Mike to work with Doug on the club finances.

5. Committee Reports

A. Blackberry bRamble Committee

See the report below:

- a. Bob and Pete and Karen have been working to resurrect the community ride for the bRamble. Looking positive. This might be a fairly big component this year.
- b. Sunday Streets is planned for two weeks before the bRamble. This has been a great driver to get bRamble participants.
- c. Struggling with how to price it; looking for a major \$2,500 sponsor

B. Ride Committee

- a. 2011 Started Rider rewards program for club members who did a lot of rides. It was a \$15 Velo Voucher for 1000 miles; and \$25 for 2500 miles.
- b. Looking at socks for 2018, and in 2019 got a budget of \$500, and now \$450 remains.

- c. Minimum order is 10 dozen (120) socks
 - d. Ride Committee will stock and distribute them
 - e. Total is \$705 + shipping
 - f. Larry moved to approve the sock expenditure and to retrospectively provide it to 2019 riders who achieved 1000 miles, and it was seconded. Approved unanimously
- C. Advocacy Committee
- a. Jim visited the Mission, they are looking for used bikes. Jim wrote an article to encourage members to

6. Administrator's Report – Mike Cantrell (15 minutes)

- a. Insurance purchased and Mike shared the coverage details
- b. Mile is expanding the Ride Committee's FAQs to a general club FAQs
- c. Mike ordered a bunch of cards focusing on "Why join GEARS" for ride leaders to hand out to non-members
- d. bRamble Website is near done.

7. Education (10 minutes)

(Only discuss the new items)

- 1. Activities
 - a. February 27, Michael Martin at Garden Club
 - b. March 26, Max Rosenberg Tour to Virginia at Garden Club
 - c. April XX, BEST is giving a presentation at WildCraft Ciderworks
 - d. May 5, 2020, Nutritionist at WildCraft Ciderworks
 - e. May XX, 2002, City of Springfield is interested in a bike seminar, at Springfield Library, featuring different GEARS leaders
 - f. June and afterwards is free (Luke Demoe and Landspeed)
- 1. Asking for a donation at each meeting and also getting \$1 for each beer sold from WildCraft Ciderworks; earmark tonight's funds for certain programs?
 - a. Suggestion to put it into the new GEARS community bike rides or Free Bikes for Kids
 - b. Could have a \$5 "suggested donation" at the door
 - c. General consensus of the Board is to earmark donations to the GEARS Community Rides. Donation format will remain as optional, vs. the "suggested donation" format.

8. Items to Carry Over to the Next Meeting

- 1. Travel Lane County Membership
 - a. Annual membership fees are due, \$195
 - b. In 2018, TLC did some drone footage, and also connected us to Rick Dancer who did a feature at the bRamble.
 - c. The bRamble is listed on their calendar
 - d. Are we getting our money's worth? Do we want to continue our membership?

- i. Eugene-Springfield/Lane County are going to get more and more tourism
 - e. General consensus of the Board is to continue our membership. The invoice was provided to Mike, who will pay the invoice.
- 2. May is Bike Month
 - a. General consensus of the Board is to devote some significant time at next month's meeting to plan for May is Bike Month
 - b. Ideas
 - i. Kick off Beginner rides
 - ii. Kick off bRamble training rides
 - iii. Measure success with memberships
 - iv. Partner with Business Commute Challenge
 - v. Beers for GEARs event at Claim 52
- 3. BESTies March 17th, GEARs has one table for four participants

9. Adjourned at 8:08 p.m.

Next Board Meeting Monday, March 16, 6-8 p.m., YCMA subject to availability

See next pages for Attachments

Attachment 1

20 Out of the Area Bike Rides in 2020 and a Bike Swap Revised February 5, 2020

Discussion: Should GEARS offer a list of organized rides outside of Eugene, to encourage members to have a GEARS presence at these rides? Also, should GEARS organize its own rides to areas such as McKenzie Pass, Aufderheide Parkway, Crater Lake Rim Road, and perhaps even a Fourth of July Weekend ride? The “20 Rides in 2020” can be a challenge to members to explore other bicycling areas in Oregon and Washington.

Kick-off event (non-riding):

Sun., March 22, 2020	Cascade Bicycle Club Swap Meet	Seattle, WA
1. Sat, April 11, 2020	Pedals ‘n Pears Bike Ride (metric)	Medford, Oregon
2. Sun, April 26, 2020	Monster Cookie Metric Century	Salem
3. Sat. May 2, 2020	Mohawk Valley Metric Century	Armitage Park
4. Sat., May 16, 2020	Reach the Beach	Portland Area to Pacific City,
OR		
5. End of May TBD	McKenzie Pass	
6. Sat. June 6, 2020	Oregon Gran Fondo	Cottage Grove
7. Sat June 13, 2020	28th Annual Strawberry Century	Lebanon, OR
8. Sat, June 27, 2020	Petal Pedal	Silverton, OR
9. Fri., July 3, 2020	Ride TBD, Day 1	TBD
10. Sat., July 4, 2020	Ride TBD, Day 2	TBD
11. Sun., July 5, 2020	Ride TBD, Day 3	TBD
12. Sat, July 11, 2020	Tour de Chutes	Bend, OR
13. July TBD	Aufderheide Parkway	
14. Sun., Aug 2, 2020 Volunteer!	Blackberry bRamble	Eugene, OR (Ride or
15. Sat-Sun, Aug 15-16, 2020	Swift Summit (1 or 2 days) https://www.swiftsummitnw.com/200-100	Lebanon, Oregon
16. Fri, Aug 21, 2020	RSVP (Day One)	Seattle to Vancouver, BC
17. Sat., August 22, 2020	RSVP (Day Two)	Seattle to Vancouver, BC
18. Sun, August 30, 2020	Peach of a Century Ride	Salem, OR
19. Sept., TBD	Crater Lake Rim Road	Crater Lake, OR
20. Sept., TBD	Harvest Century	Hillsboro TBD

Attachment 2
bRamble Committee Report to the Board 2/11/20

We are likely to add the bRamble Path Ride, resurrecting the **Community ride** working with Springfield-Eugene City partners, Emma Newman, Shane, Tracy Kibbs and Andy Fernandez. Route would follow the bike path to Clearwater, picnic and back. Would need support for street crossings on D to Mill Race. Registration for this will be pushed during Bike Month and the Sunday Streets, scheduled two weeks before the bRamble.

Kick Off Party at Claim 52 on Jan 16 went well. Registration is at a record high for this date! 11! We also got 12 volunteers (in addition to the bRamble Team) to sign up.

Merchandise

- SportHill is the supplier for the Jerseys, t-shirts and other merchandise. We have listed hats and arm warmers on the registration page.

- Committee decided to print a separate GEARs t shirt for and for member purchase. It is a high quality, techtemp shirt, retails for \$25; will cost us \$16.

Sponsors

Total raised to date: \$4600+

Safeway/Albertson \$250
Werner Family \$1000
SportHill \$1000 (some in-kind)
Dr Robert Gemmell - dentist \$250
Dr Dave Niles -orthodontics yes
Village Plaza Dental \$100
Rolf Prima Set of wheels to sell tickets for on website
Burley \$1000
Jane Higdon Foundation \$1000