

## Greater Eugene Area Riders (GEARs) Minutes from Board Meeting Tuesday, July 11, 2017

**Time Meeting Called to Order: 6:30 PM**

**Meeting Place: Ax Billy Grill, Downtown Athletic Club, Eugene**

### **Names of Meeting Participants and Absentees:**

#### **Present:**

Steve Hecker, President

Lyn Gilman-Garrick, Vice President and Secretary

John Hofer, Treasurer

Dave Zumbrunnen, Director at Large

Dana Brownfield, Director at Large

Jessi Stinson, Director at Large

Mike Cantrell, Administrator

Dave Walla, bRamble Coordinator

Larry Diffie, GEARs member

Devin McKinney, GEARs member

### **A quorum was present.**

#### **1. Introductions**

The board was pleased to welcome Dave Walla, Larry Diffie and Devin McKinney to the meeting.

#### **2. Approval of June 2017 Minutes**

**Vote:** The board voted unanimously to approve the June 2017 minutes as amended.

#### **3. Blackberry bRamble Updates - Dave W.**

**A. Budget** - Dave W. announced that approximately \$1625 has been raised in donations which include \$1125 already received and \$500 pledged by Mountain Rose Herbs. John noted that expenses are trickling in. Dave said he expects them to pick up closer to the event, especially when the Rest Stop Coordinators start purchasing supplies.

**B. Raffle vs. Silent Auction** - Dave W. noted that we have received several nice prizes to give away and wondered if a raffle on the day of the ride would be possible. Dana suggested a silent auction instead as many of the prizes are size or gender specific. The board thought a silent auction was a good idea and many members suggested other prizes, including a gift card from Sport Hill.

**Action Item (Dave W.):** Dave will approach Sport Hill about donating a gift card.

**Action Item (Lyn):** Lyn will find a volunteer to manage the silent auction.

#### **C. Marketing and Advertising** - Lots of marketing ideas were floated, including:

- Posting on the Register Guard's online calendar
- Advertising in the print version of the Register Guard Outdoor Section and the Eugene Weekly,
- Advertising on KVAL and KLCC
- Tagging bikes around town
- Advertising on Eugene Pedicabs
- Posting signs at major cycling intersections

**Action Item (Dave W. and Steve):** Research creating signs for major cycling intersections, as cheaply as possible.

**Action Item (Lyn):** Look for a volunteer to help with promotion, especially in the local newspapers and radio stations.

**Action Item (Jim):** Post the bRamble on the RG online calendar.

**D. Equipment** - Dave W. and Dave Z. will meet soon to finalize the equipment list. They will coordinate with the rest stop and celebration coordinators. A U-Haul truck has been reserved but U-Haul will not give GEARs a discount.

**Action Item (Dave Z.):** Continue to look for a donated truck.

**E. Coordinator Meeting** - Dave would like to get all the coordinators together soon just to make sure everyone is on the same page.

**Action Item (Dave W.):** Dave is going to set up a meeting for all the coordinators, hopefully within the next week.

**F. Mechanics** - Dave W. says he still needs 2 more bike mechanics. Tom Row, the Velo Guy, will be at the Orchard Point rest stop and Paul's Bicycle Way of Life will be at registration. Mechanics are needed at the Lorane and Crow rest stops.

**Action Item (Dave W.):** Find 2 more mechanics.

**G. Location of Celebration** - The site for the celebration is still up in the air. Construction around the remodeled playground has not been completed.

**Action Item (Dana):** Dana will call the city to get them to commit to a spot for the celebration.

**H. Registration (Mike)** - Mike announced that registration is down by 18% from last year.

**I. Final Promotional Push** - Besides the traditional advertising and marketing, the board discussed other options for getting the word out. Ideas included:

- Eugene Sunday Streets
- Facebook
- Emails
- Filmed by Bike

The board generally agreed that Facebook was not worth the expense and effort and that emails were a better use of our time and energy. Mike has already sent 2 email notices to all the riders since 2013. Jim suggested asking Al Hongo at Paul's Arriving by Bike and Jim suggested contacting Dwan Shepard at Co-Motion for help spreading the word. Dana has already approached Eugene Velo for support.

**Action Item (Mike, Steve, Devin and Dave W.):** Develop a strategy for mass emailing in the last few remaining weeks.

**J. Volunteers** - Lyn said that she has found almost all the volunteers needed for the event. She is working with Andy Fernandez of Adaptive Recreation and Caitlyn at Best Buy to find the rest of the road marshal volunteers. She will be sending out an email, hopefully by the end of the week, to all the coordinators and volunteers with final instructions, contact information and info about all the volunteer rewards...volunteer ride, free pizza, beer, pie and ice cream, raffle with prizes, etc.

- **Action Item (Mike):** Mike will send Lyn the starting times for the volunteer ride on Saturday, July 29th, and the names of the leaders.
- **Action Item (Steve):** Steve generously offered to stash a supply of water near Wolf Creek for the volunteers tackling the 100 mile ride.
- **Action Item (Dana):** Dana will continue to collect prizes for the volunteer raffle.

#### **4. Committee Reports and Actions**

##### **A. Executive Committee - Steve**

Steve reported that the Executive Committee had discussed the future of the board, amending the bylaws, and creation of committees. Of particular interest was changing the number of board members from a fixed number of 7 to a range of 7 to 10. The Executive Committee will continue to develop a plan re board development and report back in August or September.

##### **B. Ride Committee - Mike**

###### **Upcoming!**

- 1) Mini Overnight Tour to Cottage Grove - Early Sept.**
- 2) Women's Tour from Portland to Eugene along the WWSB - Late August**
- 3) Crater Lake Car-Free Rim Tour - Sept. 9th and 16th**

##### **C. Budget Committee - John**

**1) Reports** - John distributed his July Treasurer's Report and June 2017 Consolidated Income Statement. The long and short of it...Memberships are down 10%, net income down over \$4000. The reports are **attached**.

**D. Business Memberships, Sponsorships, Donations Committee** - Steve reminded everyone that the development of this committee is on the agenda for September once the bRamble is over. He also noted that this committee includes promoting the biker rewards program with various businesses.

**Agenda Item (September):** Place the Business, Memberships, Sponsorships and Donations Committee back on the agenda.

**E. Education/Advocacy Committee** - Lyn discussed on the Monday, September 4th, program. Max and Valerie Rosenberg have invited friends from France to join the club for ride followed by a potluck, a program on cycling in France and a promotion for a club visit to France to ride with their friends' bike club.

**F. Volunteer Coordinator/Committee** - There is no coordinator/committee at this time. All the volunteer recruitment effort has been put into the bRamble. Lyn hopes that lots of great new energetic volunteers come out of the bRamble.

**Agenda Item (September):** Place the Education/Advocacy Committee back on the agenda.

## 5. Requests/Outreach/Advocacy

### A. Eugene Sunday Streets - Sunday, July 30th, Noon to 4:00 PM, Downtown

**1) Promote the bRamble** - The board agreed that GEARs should actively participate in ESS with the goal of promoting the bRamble, especially the Community Ride. To that end, we'll have a booth with games for kids, including Karen Goodwin's Wheel of Prizes and Dana's bike safety coloring sheets with crayons. We'll also have up to 4 rovers in GEARs jerseys handing out Save the Date cards to the crowd. Jessi will transfer a map of the Community Ride route to a handout with all the information which can be handed out to families. Steve offered to work at the booth and set up his phone so people can register for the bRamble on the spot. He will have waivers available to sign on the spot.

#### **2) Organization and Volunteers -**

Booth Staffers include: Steve, Mel, Karen Goodwin and Lyn

Rovers include: Dave W., John, John Reidy, Jim, and Dana

**Action Item (Lyn):** Lyn will contact Karen about helping with the booth and using her Wheel of Prizes.

**Action Item (Dave W.):** Dave will contact John Reidy about being a rover.

**Action Item (Dana):** Make coloring pages for the booth.

**Action Item (Jessi):** Make coloring maps of the Community Route to be handed out.

**Action Item (Steve and Mike):** Set up Steve's phone to accept registration for the bRamble. Bring waivers.

**Action Item (Steve):** Keep all the above volunteers apprised of where to be when.

**Note:** Devin McKinney stated that he thought it was a waste to collect names and emails and not use them for promoting the club. He suggested using **Constant Contact** for emails. The board did not make a decision on this at this time but appreciated his input for future discussion.

**B. Filmed by Bike - Friday, July 21st** - Al Hongo, Paul's Bicycle Way of Life, is hosting Eugene's first Filmed by Bike. It has been quite successful in Portland for several years. It will be at David Minor Theater. Steve and Dana will attend and promote the bRamble and GEARs. To this end, Jim suggested asking Al about displaying a slide on the screen before the movies.

**Action Item (Steve):** Buy tickets for himself and Dana and contact Al about advertising.

**C. Jefferson-Westside Neighbors Picnic** - Lyn reported on the JWN Picnic. Although there was not a lot of interest in the bRamble, it was still a successful evening. Lots of kids got involved in playing games and answering bike safety questions. Special thanks to Karen Goodwin for building the Wheel of Prizes and coming up with fun questions.

**D. National Night Out** - Steve was contacted by Brian Nessler from the Woodleaf Village Apartment Complex. There are lots of children who live in the complex and many are from low-income families. Brian asked if GEARs would like to be involved National Night Out on Tuesday, August 1st. He hoped that GEARs might make a donation toward the purchase of children's

helmets and he hoped that GEARs might attend the event. Steve and Lyn both emailed him back with ideas for sources for helmets and indicated they would be glad to support the event. They asked Brian to keep them informed but have not heard back at this time.

## **6. Advocacy - Jim**

**A. Annual Tour of Bike Facilities** - Jim announced that he is planning two tours of Eugene bike infrastructure projects. One this fall (2017) and another next fall (2018). They will cover different parts of town. The tours will be sponsored by 16 Tons. The board suggested the end of September so the tour would not conflict with other GEARs events.

**B. Other Advocacy Topics** - Jim had lots of fun ideas including a race downhill in cooperation with the Eugene Police Dept as a possible fundraiser and a photography shoot with Tom Row to demonstrate what would happen if bikes replaced cars.

## **7. Board Members/Officer Replacement - Steve**

In December three board positions will be up for grabs. John indicated he wants to continue as Treasurer and Jim said he'd like to stay on as advocacy advocate. Only Lyn has said that she will not run for another term. That means the board will need to find at least one new member and three officers - President, Vice President and Secretary. Lyn as Vice President is responsible for elections. Steve asked Lyn to prepare a timeline for nominations, elections and bylaw amendments.

**Action Item (Lyn):** Work on timeline for August meeting.

**Next Meeting Time and Place: Tuesday, August 8, 2017, 6:30 to 8:30, Ax Billy Grill, Downtown Athletic Club, 999 Willamette Street.**

**Time Meeting Adjourned: 8:30 PM**

**Respectfully submitted,  
Lyn Gilman-Garrick, Secretary  
Wednesday, July 12, 2017**