

Greater Eugene Area Riders (GEARs) Minutes from Board Meeting Tuesday, June 6, 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

Moy McGill, Cottage Grove Cycling Community

Don Strahan, Cottage Grove Cycling Community

Absent:

Jim Wilcox, Director at Large

A quorum was present.

A. Introductions

The board was pleased to welcome Moy McGill and Don Strahan from the Cottage Grove Cycling community

B. Approval of April 2017 Minutes

John asked that his IRS username be stricken from the May 2017 minutes for security reasons

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

C. Blackberry bRamble Updates

Dave Walla, the bRamble Coordinator, was unable to attend but emailed all the board members his update prior to the meeting. The update is **attached**.

1. Sponsorships/Donations - Jessi

Jessi reported that the Sponsorship/Donations Committee has procured a \$500 donation from College Hill Dental. In return, they will be the official sponsors of the Community Ride.

In the past all the money from the Community Ride sponsor plus all the proceeds from the Community Ride were given to Safe Routes for Schools. However, the board agreed that this year, that may depend on how much money the bRamble earns.

In a June 6, 2017 email, Dave Walla wrote that so far the bRamble has received over \$1000 in donations.

2. Marketing - Lyn

a. Around the State Lyn reported for the Marketing Committee that she has sent out flyers/posters and save-the-date cards to approximately 100 bike shops from Portland to Ashland and Lincoln City to Bend.

b. Websites Lyn also reported that she and Mike have been busy asking other clubs and event rides across Oregon to promote the bRamble on their websites. In return, we will promote their big rides on our website.

c. Local Businesses Lyn said that she will start posting flyers/posters in local non-bike businesses in early July. It was her understanding that Dave had already distributed flyers/posters and save-the-date cards to all the local bike shops.

Action Item (Lyn): Post flyers/posters around Eugene/Springfield in early July.

d. Popular Stopping Areas Jessi mentioned that she thought it was very effective to put up signs/posters at sites around Lane County where cyclists often stop and rest, such as the intersection of Lorane/Bailey Hill/Spencer Creek. Steve volunteered to do this once he gets back in early July.

Action Item (Steve): Post signs/posters around Lane County in early July.

e. Event Rides One area where more effort is needed is distributing save-the-date cards at event rides.

Action Item (Jessi and Lyn): Jessi participates in a lot of event rides throughout the summer. She will take cards to all the rides she attends. Lyn will write an article for the June newsletter encouraging others to do the same.

3. Volunteers - Lyn

Lyn reported that she had chairs for all the major groups such as registration, road marshals, rest stops, SAG, etc. She has not yet started to fill the smaller roles as many people still do not know their summer plans. She hopes to begin soon.

4. Registration - Mike

According to Mike registration is still slow. Only 15 people have registered for one of the longer rides and only 5 people have registered for the community ride. Mike assured the board that this is very normal and registration will pick up in July.

5. Celebration - Dana

Dana reported that she still does not have the OLCC license to serve beer as she does not yet know where the celebration will be located. She is worried as it can take a while to secure the license after the application is filed and the bRamble is in just over two months. Mike assured Dana that he and Dave Walla are working to lock down a site soon.

Action Item (Mike and Dave Walla): Finalize the celebration site as soon as possible.

6. Budget - Dave Walla

Dave submitted a 2017 bRamble Budget which is **attached**. Dave has stated that his goal is to net \$5000 this year. The board lauded his goal but cautioned him not to scrimp on the rest stops. People come for the ride but come back for the food (and tell their friends!)

C. Committee Reports

1. Executive Committee - Steve

a. Mike's Contract Update

Steve brought up one issue with Mike's contract which is almost ready to be signed. He asked the board to approve \$625 per month instead of the current \$600 to cover supplies and other necessary expenses.

Vote: Six members of the board voted to approve Steve's request. John abstained. Mike will be paid \$625 per month.

Action Item (Steve and Mike): They will sign the new contract immediately after tonight's meeting. Steve will bring copies of the contract for all the board members at the July meeting for their Board Notebooks.

2. Ride Committee - Mike and Steve

a. GEARS Gear Update

All the pre-ordered items of clothing (mostly jerseys) are still at Steve's house. Paul's Bicycle Way of Life on Charnelton has all the rest (mostly shorts and vests.) One of the vests was sold and another was given to Dave Walla. Steve suggested the items at Paul's be taken to the bRamble to sell.

Action Item (Dave Z.): Dave Z. will take one jersey to the local tourism office to display along with a stack of GEARS new handouts.

b. Rides

Cinnamon Roll Ride - This ride was held on Saturday, June 3rd. Approximately 30 riders participated despite the rain. The board thanks Paula for all her hard work to make this ride one of the club favorites.

Hwy 242 - If it doesn't snow again, Dave Z. is leading a ride over and back and Mel is leading a ride to the summit on Saturday, June 9th.

4th of July Ride to Harrisburg - This is an annual ride to catch the 4th of July parade in Harrisburg.

3. Budget Committee - John

a. June Treasurer's Report

John distributed his June Treasurer's Report and May Consolidated Income Statement which are **attached**. Overall, memberships are up but revenue still trails expenses by almost \$4,000.

b. PayPal Procedures for Auto- Renewals - Steve and Mike

Mike offered this solution for the problem of automatically renewing memberships on PayPal:

- A few GEARS members have elected to auto-renew their memberships through PayPal every year. However, GEARS has raised its dues and PayPal will not renew at the new rates.
- In these cases, Mike will send the renewing member an email notice that the dues have gone up and ask them to renew at the new rate.

- If the member doesn't do so, they will get a membership at the old rate for one more year. If they still haven't made the adjustment in the next year, Mike will automatically cancel their auto-renewal on PayPal.

4. Business Memberships, Sponsorships, and Donations Committee - Steve and Jessi

a. Scope - Steve

Steve acknowledged that there has been general confusion over the scope of this committee. GEARs needs sponsors and donors just not for the bRamble but for the club in general. For example, we need to promote the Bike Rewards Program which for many members is the reason they joined. And we need to do more to attract new members. Because the bRamble is so time consuming, Steve wants to postpone this discussion until September when we start to take stock of the past year and plan for the next.

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

b. bRamble - Jessi

Jessi's team has been working as hard as they can given the late start and last minute crunch of procuring donations for the bRamble. Mike has set up a link on the bRamble website for individuals and companies to donate to the bRamble. Mike can also give Jessi a card swipe so she can take donations on the spot.

5. Education and Advocacy Committee - Lyn

a. Confident Cycling Classes

The Confident Cycling Classes have now officially ended. The board agreed to sign a letter thanking both Richard Hughes and Paul Adkins for all their diligent efforts and countless hours to create, promote and conduct these classes.

Action Item (Lyn) and **Agenda Item (July):** Lyn will write a letter and bring it to the next board meeting for everyone to sign.

b. Upcoming Programs:

- June 28th, Eugene Garden Club, 6:30 to 8:00 - Gearing and Drive Trains with Len Schvaneveldt of Hutch's
- September 4th - Ride, Potluck and Program on Bicycling in France
- October 18th - Marc Schlossberg and the UofO Sustainable Cities Initiative - Promoting Cycling in Europe
- November ? - Cycling Through the Heart of Africa
- January ? - Steve Hecker - California Epic Adventure

6. Volunteer Coordinator/Committee - Steve

According to Steve, this is another committee where there has been very little action despite all the discussion over the past year. Dana, Jim and John took on the task of drafting a job description for the Volunteer Coordinator and Lyn, Mike, John and Steve tackled compiling a thorough list of all the volunteer responsibilities. However, despite these extensive efforts, there is still no coordinator or committee to recruit volunteers and develop volunteer opportunities.

Dave wondered if the task is too overwhelming and suggested paring down the list to the most important tasks to make it more manageable.

Lyn suggested approaching two new members (Larry Diffie and Karen Godwin) who seem to have a lot of enthusiasm to ask if they might be interested in serving as Volunteer Coordinators. The board, for lack of a better idea, agreed that Lyn should ask one or both of them to the next Executive Committee meeting to explore options.

Action Item (Lyn): Approach both Larry Diffie and Karen Godwin about helping with volunteers.

D. Requests/Outreach/Advocacy

1. Cottage Grove Community Cycling Group - Steve

Moy McGill, Don Strahan and four other cyclists from Cottage Grove met with Steve in May to discuss working with GEARs to promote cycling in South Lane County. Their goals are not only to advertise their beautiful trails and back roads but to be a voice for enhancing cycling infrastructure and promoting cycling safety in Cottage Grove. Their group has no official standing at this point and they are exploring all options, including working with GEARs, to give them more clout.

Dana suggested they lead a Cottage Grove ride every month in conjunction with GEARs. To this end, Steve invited them to attend an upcoming Ride Committee meeting. Steve thought they could suggest routes to add to the "Local Ride Description" page on GEARs website. Mike wondered if a mini overnight tour to Cottage Grove this summer would be fun.

The board and the Cottage Grove group agreed to continue the discussion.

2. Cycle Oregon Volunteer Opportunity - Steve

Steve has heard nothing from Cycle Oregon about GEARs helping with either a lunch or a rest stop this September.

Action Item (Steve) and **Agenda Item (July):** Steve will contact CO to see if he can get more information.

3. Eugene Sunday Streets - Steve

Eugene Sunday Streets is on Sunday, July 30th. GEARs is a \$250 sponsor. The plan is for Mel to set up his booth and for 4 rovers to roam among the crowd promoting the bRamble, especially the Community Ride.

Agenda Item (July): Plan!

4. Jefferson Westside Neighbors - Lyn

The Jefferson Westside Neighbors picnic is Thursday, June 15th, in the evening. Lyn is setting up a booth with Karen Godwin. They have devised a bicycle safety game for children with stickers and lollipops as prizes.

E. Planning for the 2018 Board of Directors - Steve

Steve reminded people that nominations and elections for the board and the officers are coming up within a few months and the current board needs to start thinking about candidates for both. Steve stated unequivocally that he will not serve as president and at the present time there is no heir apparent. Lots of ideas were floated around for bringing new energy to the board. Dave suggested a general meeting, perhaps in April, that would be geared to recruiting new members, especially younger members. Lyn suggested perhaps amending the bylaws to allow for a range of board members, say 7 to 10. Both ideas were well received. Lyn

also suggested inviting two prospective board members, Larry Diffie and Karen Godwin, to the next Executive Committee Meeting to gauge their interest in being more involved with GEARs.

Action Item (Lyn): Research the pros and cons of having a range in the number of board members.

Action Item (Lyn): Extend an invitation to Larry Diffie and Karen Godwin to meet with the Executive Committee.

Agenda Item (July): Continued Planning for the Board of Directors.

Next Meeting Time and Place: Tuesday, July 11th, 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
Monday, June 12, 2017**