

**Greater Eugene Area Riders (GEARs) Minutes from Board Meeting  
Tuesday, March 7, 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

Jessi Stinson, Director at Large

Jim Wilcox, Director at Large

Dave Zumbrunnen, Director at Large

**Absent:**

Dana Brownfield, Director at Large

Mike Cantrell, Administrator

**A quorum was present.**

**1. Introductions**

**2. Approval of February 2017 Minutes**

**Vote:** The board voted unanimously to approve the February 2017 minutes.

**3. Committee Reports**

**a. Executive Committee**

**1) Advocacy Process Reconsidered**

At the February board meeting, the board approved a **Proposal to the Board on Process for Addressing Advocacy Issues**. The proposal included a requirement that all advocacy issues be approved by a super-majority vote, the reasons being that advocacy issues are often controversial and the board is presuming to speak on behalf of the GEARs members so extra sensitivity and precaution are warranted.

After the meeting, Dave raised concerns that the super-majority vote requirement violated GEARs bylaws which only require a majority vote. (Section 3.9 Manner of Acting)

**Vote:** After some discussion, the board agreed unanimously with Dave and voted to eliminate the super-vote requirement.

The revised proposal is **attached** and renamed "**Process for Addressing Advocacy Issues**".

## 2) Mike's Contract and Volunteer Task List

Steve reported that the Executive Committee has not completed its review of Mike's contract and all the volunteer tasks that are required to run the club, many of which Mike has done for a long time without compensation. The Executive Committee is meeting again on Friday, March 10th, at 9:00 AM to complete the project. As soon as it is finished, Steve will forward the volunteer task list to the Ad Hoc Volunteer Committee. As a reminder, Jim, John and Dana form this committee.

**Action Item (Executive Committee):** Finish the above tasks.

**Action Item (Ad Hoc Volunteer Committee - Jim, John and Dana):** Meet as soon as possible to review the task list and finalize the draft of the Volunteer Coordinator job description. [See the January 2017 minutes, page 2, section 3, d, 2)]. Report to the April board meeting.

### b. Ride Committee

#### 1) Jerseys, Etc.

The Rides Committee, primarily Kristen Yarris, took on the project of designing, selling and ordering short and long sleeved jerseys, vests and shorts. They worked with Primal which required minimum orders on each of the items. All of the minimum orders were met, even exceeded, except for the shorts and the vests. Kristen used her credit card to pay for the entire order. She would like the club to reimburse her for the 5 vests and 4 shorts which did not sell, totaling \$730.

**Vote:** The board agreed (5 in favor, 1 abstained) to reimburse Kristin for the shorts and vests. The board also agreed to sell these unsold items at Bicycle Way of Life for 1 year. Then, if they do not sell, the club will discount the price by a percentage to be determined at that time.

**Vote:** The board also voted unanimously to thank Kristen for her all her hard work. The designs are beautiful and the original sales estimates were far surpassed. Also, the club name and logo will be out on the roads for all to see...great publicity!

### c. Budget Committee/Treasurer's Report

#### 1) 2017 Budget - Increase in Dues

John reported for the Budget Committee. The committee is concerned because the club is steadily losing money. In 2016, the club lost \$4690.06 and so far in 2017, the club has lost \$1212. The committee proposed an increase in dues and several cuts to expenses to turn around the losses.

**Vote:** The board voted unanimously to raise the dues by **\$5** starting **April 1, 2017**. The board also expressed interest in finding new revenue sources, including possible fundraising.

**Action Items (Jim, Steve and Mike):**

- **Steve and Jim** - Write article for the newsletter about the increase in dues.
- **Mike** - Amend the website, forms and Paypal to reflect the increase in dues (deadline April 1st).

- **Mike and Jim** - Jim asked Mike to send him the names and contact information of the regular riders who do not join the club. Jim would like to contact them and ask why they choose not to join. Jim assured the board that he will take a respectful approach, perhaps asking "What can the club do for you to get you to join?"

## **2) 2017 Budget - Cutting Expenses**

The board decided not to address the proposed budget cuts at this time. More information is needed. The board also decided that no cuts would be made without the consideration and approval of the board.

**Vote:** The board unanimously approved Jim's motion that a **\$1000** loss in 2017 is acceptable if not desirable. It is a much more tolerable loss than the \$4690.06 loss in 2016. The \$1000 goal can be revisited at any time.

## **3) Business Memberships/Sponsorships/Etc**

### **a) New Business Membership Committee**

John expressed a great deal of frustration that there seems to be no explanation for the "business memberships." For example, he could find records only 3 "business members" but several businesses are listed on the GEARS website and now appear on the new jerseys.

**Vote:** The board unanimously approved the formation of a new **Business Membership Committee**. The committee is made up of Jim, Dana, Jessi and Tim Vignos. The goal of the committee is to develop short and long term strategy for increasing sponsorships and business memberships, promoting the rider discount program, and exploring marketing opportunities. The club may or may not decide whether to take on membership in general.

**Action Item (Jim, Dana, Jessi and Tim):** Meet to start working on the above goals.

### **b) Paul's Bicycle Way of Life**

In 2016, Virginia at Paul's Bicycle Way of Life proposed restructuring the 10% rider discount program. She wanted to give half of the 10% discount back to GEARS. The board decided at that time to give Virginia's idea a one year try, but unfortunately, no one followed up with Virginia.

**Action Item (Jim, Dana, Jessi and Tim):** Meet with Virginia to follow up on her proposal from 2016.

## **d. Education/Advocacy Committee**

### **1) Confident Cycling/Diversion Classes**

#### **a) May Report to Board**

Lyn reported that she is still working on expanding the Confident Cycling Program for GEARS. Among other tasks, she wants to meet with representatives from the Eugene Police Department and the Eugene Municipal Court to talk about the Diversion Classes. Lyn said that she would like to give a presentation to the board at the May meeting.

## **b) Paying for the Diversion Classes**

**Action Item (Lyn):** At John's request, Lyn will ask Paul Adkins, who runs the Diversion Classes, to send the money he collects from participants directly to John, along with the date and time of the class and a list of the attendees, particularly those participating in the diversion program. In the future John will pay Paul, not Mike.

## **2) Programs**

Steve reported that Cindy Smith's program on Wednesday, February 22nd on cycling through Europe went really well. There were almost 50 to 60 people in attendance, about half of whom were not GEARs members.

The board discussed how to encourage those in attendance who were not GEARs members to join the club. Lots of ideas were floated, such as a large sign promoting the club, a volunteer to talk with potential members and take money, a donation jar to cover expenses, etc.

## **3) Eugene Pedestrian and Bicycle Strategic Plan**

In 2008 the City of Eugene developed a long term "Eugene Pedestrian and Bicycle Strategic Plan." Several GEARs members were on the committee. The plan lists GEARs as a "stakeholder" and has continued to promote GEARs' partnership when applying for grants, networking with the business community or organizing community events.

Jim wants to talk with the city about our on-going "partnership": what it means for the club and how we can be a more integral part of the plan.

**Action Item (Jim):** Reach out to the city about the EPBSP and report back to the board.

## **4. Blackberry Bramble**

### **a. Coordinator**

The Blackberry Bramble still does not have a coordinator. The position announcement has been posted in all the bike shops, but more promotion needs to be done.

**Action Items (Steve, Jim and Mike): The deadline for all these action items is Friday, March 10th.**

- Mike will post the announcement on the website
- Mike will email the announcement to the GEARs membership list
- Jim will post on Craigslist

**Note:** The board agreed that it was important for the membership in particular to know that this position is critical to the bRamble continuing so the email to the membership should say something to the effect that "Preliminary planning is underway for the 2017 bRamble, but unless and until we fill this position we cannot be sure the event will happen this year. The board will make a final decision at its April 4 meeting. Please consider who you might know who would be qualified and interested in applying for this position."

### **b. Gravel Option**

Al Hongo from Paul's Bicycle Way of Life had suggested that the BRamble include a gravel option to attract younger riders; however, designing with a gravel route is a lot of work that needs to be done in a short amount of time. Al is currently in France and there are lots of

problems that need to be solved such as the BLM gates and permits. For these reasons there will not be a gravel option in 2017.

## **5. Requests/Outreach/Advocacy**

### **a. Cycle Oregon**

Cycle Oregon's weeklong event ride in September is coming to Lane County. They are looking for local groups to staff the rest and lunch stops. They pay upwards of \$2000 for lunches.

**Vote:** The board unanimously agreed that we would like to volunteer for one of the lunch stops. If a lunch stop is not available, we would like to be considered for a rest stop.

**Action Item (Steve):** Contact Cycle Oregon as soon as possible about GEARS volunteering for one of the lunch stops.

### **b. Distracted Driving Letter**

Jim read a letter he had drafted to Oregon legislators in support of a "distracted driving" bill calling for much stiffer penalties for "driving while under the influence of electronics". The board thanked Jim for writing the excellent letter.

**Action Item (Jim):** Write a short article for the newsletter about the bill and the letter of support from the board. Deadline: Jim needs to get the article to Mike by next week.

**Next Meeting Time and Place: Tuesday, April 4, 2017, 6:30 to 8:30, Axe Billy Grill, Downtown Athletic Club, 999 Willamette Street**

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

**Respectfully submitted,  
Lyn Gilman-Garrick, Secretary  
Wednesday, March 08, 2017**