

**Greater Eugene Area Riders (GEARs) Minutes from Board Meeting
Tuesday, May 2nd, 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:

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

Jim Wilcox, Director at Large

Mike Cantrell, Administrator

Dave Walla, bRamble Coordinator

Larry Diffie, New Member

Absent:

Steve Hecker, President

A quorum was present.

1. Introductions

The board was pleased to welcome Larry Diffie, new GEARs member, who attended the meeting to find out more about the club.

2. Approval of April 2017 Minutes

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

3. Committee Reports

a. Executive Committee

1) Mike's Contract Update

Lyn (for Steve) reported that the contract would be signed as soon as Steve returns from vacation.

b. Volunteer Coordinator/Committee

Note: Lyn did not put this committee on the agenda; so there was not a committee report. Here is the language from the April 4th minutes for the committee to review before the June 6th board meeting.

"Steve reminded everyone that when the Executive Committee started reviewing Mike's contract it had two goals. First, itemize all of Mike's contractual responsibilities and second, itemize all the club's volunteer opportunities, including those done by Mike without

compensation. After meeting at least 5 times since last September, the committee finally achieved its goal. The first list is the essence of Mike's contract. The second list is titled "**GEARs Volunteer Duties**" which is **attached** to these minutes.

The Executive Committee gave the second list to the Ad Hoc Volunteer Committee (Jim, Dana and John) to review in conjunction with the Volunteer Coordinator Job Description. This committee is charged with developing a plan to find a Volunteer Coordinator (or form a Volunteer Committee) to take on the daunting task of recruiting more volunteers from the club members. Several board members had ideas where volunteers are needed:

- Create a GEARs App
- Develop marketing to attract new members
- Updating the website
- Improving communications, eg. better use of Facebook
- Set up a "Tiger Team", eg. 10 essential volunteers ready to go when volunteers are needed for events"

Action Item (Ad Hoc Volunteer Committee - Jim, Dana, and John): Meet as soon as possible to develop a volunteer plan.

Agenda Item: Place the Volunteer Committee on the 6/6/17 Agenda

c. Ride Committee

1) Ride Leader Annual Meeting

Mike reported that the Ride Leader Annual Meeting took place on Friday, April 21st. Twelve ride leaders attended. Items discussed include: safety, adding descriptions to the list of area rides, upcoming special rides, and private message board for leaders.

2) Proposed Upcoming Event Rides

Paula Erickson's annual Cinnamon Roll Ride has been moved to the first weekend in June.

3) Primal Gear

Mike said that the gear has been delivered to Paul's Bicycle Way of Life on Charnelton St and is available to be picked up. Unsold items will be kept at Paul's for sale to the general public.

Dana is interested in placing a second order possibly in late summer and hopes ride leaders will promote the jerseys on their rides.

Action Item (Mike): Write an article for the newsletter announcing that the gear is ready to be picked up.

d. Budget Committee

1) Treasurer's Reports

John distributed the **May Treasurer's Report** and an **April Financial Statement**, both of which are **attached**.

GEARs monthly net income for April was -\$1497.71 and annual net income for 2017 was -\$3017.61. The loss appears substantial but Lyn (for Steve) advised that much of GEARs annual operating expenses comes from a financially successful bRamble and that the club hopes to receive a substantial amount from Cycle Oregon for volunteering at a rest stop in September. Also, late winter and early spring are slow times for dues (~\$300/month). They begin to pick up in the early summer (~\$600/month).

2) Purchasing Equipment for the bRamble.

Dave Z. observed that every year the bRamble spends a lot of money on renting equipment. He opined that if the club invested in some of the equipment, we would recoup our losses in a few years and save a lot of money in the long run, and we could even rent out the equipment to other rides. Jessi agreed and added that it takes a lot of time locating and picking up the equipment every year.

Jim suggested creating a list and prioritizing our equipment needs perhaps after the 2017 bRamble.

3) Non-Profit Accounting Forms for IRS and Oregon Dept. of Justice.

a) Club Name Discrepancy John is working on filling out the non-profit annual accounting forms required by the IRS and Oregon Dept. of Justice. The IRS as "GEARs" and the DOJ has the club as "Greater Eugene Area Riders". Both Jim and Dave Z. thought that if the EIN is the same, there should not be a problem. May 15th is the deadline for the forms.

b) Username and Password John advised that the club needs to create a permanent username and password for the IRS. The board decided to use treasurer@eugenegears.org as the permanent username and to allow the treasurer to set the password.

Action Item (Mike and John): Mike and John will work on setting up the username and password for the IRS.

c) Amended ByLaws The club did not file the amended bylaws with the Oregon Dept. of Justice in December 2016. No one was quite sure what the state requirements are in this regard.

Action Item (John): John will attach the amended bylaws to the Oregon DOJ CT-12 form and he will research other requirements.

4) PayPal, Auto-renewal and Increased Dues

a) Update PayPal

Mike has updated PayPal to reflect the increase in dues for individuals and families. However, the board did not previously decide about increasing the dues for students. The board decided not to change student dues at this time.

b) Auto-renewals on PayPal and Notification to Members

It remains unclear how PayPal handles the increase in dues for members who have elected to have their dues automatically renewed each year. Mike will continue to research this question.

It was decided at the last board meeting that regardless of PayPal's policy, Steve should draft an email for Mike to send out to all auto-renewing members announcing the increase in dues. These members will be given a one year grace period. If they do not ultimately set up a new auto-renewal, their memberships will be canceled.

Action Item (Steve and Mike): Mike will continue to research PayPal policies and practices and Steve will draft an email for Mike to send out to auto renewing members.

e. Business Memberships/Sponsors/Donors Committee

1) Confusion Over Committee

Lyn asked the committee, which she believed to be comprised of Jim and Dana, for an update on the committee's activities. Both Jim and Dana said it was their understanding that they were only serving on this committee in regards to the bRamble, not the club in general. In addition, Jim said that he was only serving in the limited role of advisor. The general consensus was that the two committees were really one and the same and that sponsors and donors for the bRamble were also sponsors and donors for the club. In this spirit, both Dave W. and Jessi offered to serve on the broader committee and to carry over their efforts to the club in general post bRamble.

Lyn wondered if the committee's responsibilities in regard to the club were not slightly different in regards to the bRamble. Specifically, she asked about the Bike Rewards program which is still in place with many bike shops but has been languishing over the years.

It was generally agreed that the committee would continue to meet after the bRamble and hopefully present a plan for the future at the September board meeting.

Agenda Item (July, August and September): The committee will continue to report on behalf of the bRamble but with an eye to creating a plan for the club in general, incorporating non-bRamble activities such as the Bike Rewards Program.

f. Education/Advocacy

1) Programs

Upcoming Programs - Wednesday, May 24th, 6:30 to 8:30, Eugene Garden Club, program on using GPS units with representatives from GARMIN.

2) Confident Cycling Classes

There have been rumblings about the viability of the Confident Cycling Classes. Lyn asked Mike to compile the statistics for 2016. To summarize, 9 classes were offered, 3 were canceled. Nineteen people took the classes with a high of 5 in October and a low of 1 in March, June, and July. The club earned \$380 but paid Paul Adkins \$900. In addition, Lyn reported that she had spoken with Richard Hughes (past club president who helped start the program) and had exchanged emails with Paul Adkins (who teaches the classes). Both agreed that the classes while very valuable have probably run their course at least for now. Richard lamented that the diversion aspect of program never really took off as hoped because the police are generally reluctant to give out tickets to cyclists. Lyn added that the classes need to be really promoted which takes a lot of volunteer time and energy of which the club is in short supply.

The board ultimately did not have to decide whether to cancel the classes as Paul Adkins in an April 30th email to Lyn resigned from teaching the classes.

Action Item (Lyn): Notify both the Eugene Police and the Eugene Municipal Court that we are canceling the Confident Cycling (AKA Diversion) Classes.

Action Item (Mike): Remove the classes from the website.

4. bRamble

a. Update - Dave Walla, bRamble Coordinator

1) Marketing Plan

Dave distributed a **2017 Blackberry Bramble Marketing Plan** which is **attached**. He reiterated that his goal this year is to save as much money as possible by cutting

expenses, for example there will be no paid Facebook promotion. He was also excited to announce that the company he works for part time, PediCab, has agreed to let us promote the bRamble on their cabs for free, provided we pay for the panels. Dave also wants to put tags on bikes around town.

Jessi added one idea to Dave's plan - signs posted around the area where cyclists commonly group to wait and rest, eg. Bill's Bench at the top of Fox Hollow. She has seen such signs for Eugene Velo's Mohawk Valley Metric Century.

2) Community Rides and Safe Routes to School

Dave was pleased to announce that he will be working closely with Sarah Mazze from Safe Routes to Schools. She has offered to help with sponsorships and donations and she even offered her husband's band for the celebration (for free beer and \$100).

3) Location of the Celebration

Mike reported that we probably cannot use the Hilyard Center for the celebration as another group has the space reserved. There is also some question about using the area near the newly constructed play ground because it is not yet complete. Mike and Dave W. are looking at the area on the west side of the bike path near the wading pool where there will be shade from trees.

4) Volunteers

Dave said he is hosting a meeting of the coordinators of the different subcommittees this coming Sunday, May 7th, at his home.

Dave Z. suggested having a "tiger team" of 2 or 3 volunteers to be on hand on the day of the bRamble to help with last minute problems. He also suggested developing a "communication plan" for all the volunteers.

5) Registration

According to Mike, registrations are trickling in. We all hope that as soon as the flyers and save the date cards are posted around town and up and down the valley the numbers will start increasing.

b. Vest for Dave W.

The board agreed that Dave W. could pick up a vest from Paul's Bicycle Way of life. He is actively promoting the bRamble and he was promised "swag" in his contract.

c. Budget

Dave distributed a **2017 bRamble Budget Proposal** which is **attached**.

1) Eventbrite should be channeling registration fees from their account to the GEARS bank account. This is not happening.

Action Item (Mike and John): Mike and John will work together to figure out why the fees are not being transferred.

2) Expenses Accurate? Lyn questioned whether Dave had under-estimated some expenses, in particular the supplies for the rest stops and the mileage for the SAG drivers. In the past, we have paid the SAG drivers ~\$.57 cents per mile. There was a lot of discussion back and forth about the number of miles driven by the SAG drivers and how much they were paid. The general consensus seemed to be that Dave W. should talk with Michal Young and explain the need to save money on the bRamble this year. Hopefully, Michal will be amenable to cutting the number of sweeps made by the SAG drivers throughout the day and to talking with his drivers about donating mileage.

d. Sponsors and Donations (Jessi)

1) Blackberry bRamble Sponsorship Levels for Businesses

Jim, Dana, Jessi and Dave have worked hard to draft a document titled "**Blackberry bRamble Sponsorship Levels for Businesses**" which is **attached**. The plan is very thorough and well thought-out. However, as Jessi pointed out, one unintended side effect of the plan is to increase the work load of Mike who will need to closely track free memberships and registrations for the bRamble. Mike says that despite his heavy work load and the fact that he is donating his time to the bRamble, keeping track of this information is not a problem.

Action Item (Mike, Jessi and John?): Create promotion codes for tracking information.

2) Spreadsheets for Tracking Sponsors and Donors

- Dave W. and Jessi have created a Google spreadsheet for tracking sponsors and donors, including: Potential Sponsors, Confirmed 2017 Donations, 2017 bRamble Needs, Celebration Booths and Vendors, Sponsors for 2018, and Not Interested. According to Jessi, anyone has access to the spreadsheet and can update it at any time.
- Dave W. suggested sending the spreadsheet out to all the club members as members may have connections and may be willing to make asks. The board generally agreed with Dave with the caveat that we be careful businesses are not being contacted by multiple parties.
- Dave Z. suggested making an announcement about donors and sponsors at the next general meeting.
- Jim offered to teach a short training on soliciting donations. Jessi asked if Jim might be willing to draft a training document instead of a meeting.

6. Requests/Outreach/Advocacy

a. Cycle Oregon

Lyn reported that there was no new news about volunteering for a CO rest stop. Steve is in contact with CO and will report at the June board meeting.

Agenda Item (Steve): CO update.

b. Sunday in the Streets

1) Sponsorship

The next Eugene Sunday Streets is Sunday July 30th. Lyn (for Steve) reported that the organizers have agreed to let GEARs be a sponsor for \$250 instead of \$500.

Action Item (Lyn): Get invoice from ESS to John so he can send in the check.

2) Booth

The club has always had an information booth. The board agreed that the booth is not very enticing but agreed to postpone discussion of this item as time was running out.

Agenda item: Plans for Eugene Sunday Streets - booth and/or roving ambassadors?

c. Jefferson Westside Neighbors

1) Donation of \$125 for Safety Gear

Action Item (Lyn): Send name and address to John for \$125 donation for safety gear.

2) Neighborhood Picnic and Booth

The neighborhood picnic is on **Thursday, June 15th, 5:00 PM to 8:00 PM.** The board has agreed to host a booth but the same problem exists as with the Sunday Streets, lack of interest. Jim suggested games or activities for children with a safety focus. Because of lack of time, the board decided to postpone this discussion till the June board meeting.

Agenda Item (Lyn): Plans for a booth.

e. Fern Ridge Bike Cleanup

At the April meeting, Steve announced that Dave Winett, a GEARs member, had approached him about GEARs sponsoring a cleanup of the Fern Ride Bike Path. The board was (and remains) divided on this; so took no position. Steve has offered to contact the folks at Public Works about how a cleanup might work and what support the city could give GEARs.

Action Item (Steve) and Agenda Item: Talk with Public Works about the trash issue on the bike path and how they handle the problem.

f. Vacancy on Lane Transportation Advisory Committee (Jim)

Jim is resigning from the LTAC and is looking for a replacement. It must be someone who lives in the Lane County's South Eugene District. The board gave Jim whole-hearted support for his proposal to write a letter for the next GEARs newsletter.

7. Changing the Board Meeting Date

Vote: The board unanimously approved Jim's motion to move the meetings from the 1st to the 2nd Tuesday of each month starting in August 2017.

Next Meeting Time and Place: Tuesday, June 6, 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
Friday, May 05, 2017**