

Greater Eugene Area Riders (GEARs) Minutes from Board Meeting Tuesday, November 14, 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
Dana Brownfield, Director at Large
Jessi Stinson, Director at Large
Jim Wilcox, Director at Large
Dave Zumbrunnen, Director at Large
Mike Cantrell, Administrator

Guests:

Larry Diffie, GEARs member
Karen Goodwin, GEARs member
Devin McKinney, GEARs member
John Reidy, GEARs member

A quorum was present.

1. Introductions

2. Approval of October 2017 Minutes

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

3. Annual Meeting Plans - Lyn and Mike

A. Date, Time and Place: Wednesday, November 29th, Eugene Garden Club, 1645 High St, 6:00 to 8:30

B. Program - Schedule

- 1) Refreshments: Pizza, beer, wine, dessert**
- 2) Welcome and Introductions: Lyn**
- 3) Program: "Biking Coastal California in the Spring: Vineyards, Strawberries and a Hacienda" with Steve Hecker**
- 4) President's Address: Steve**
 - **Welcome old members and reach out to new members**
 - **Accomplishments in 2017**
 - **Promote 20th bRamble**
 - **Financial Outlook**

- 5) Bylaw Changes - Steve
- 6) Elections of New Board Members and Officers - Steve
- 7) Awards: Mike

Action Items:

1) Who's Responsible for Providing Refreshments.

\$150 budget approved by Executive Committee

Pizza: Mike

Beverages: Lyn

Dessert: Lyn, Dana and Other Volunteers

Napkins, Plates and Glasses: Mike - Storage Shed

2) Membership Outreach (Mike and Jim): Bring handouts, membership forms, pens, Square and cell phones

4. Committee Reports

A. Executive Committee - Steve

1) New Board Meeting Date, Time and Place

The new board meets for the first time in December 2017. Many of the new board members were present, so they discussed where and when to meet in the coming months. Here's what they decided pending feedback from Al Hongo, a candidate for the new board who was not able to attend tonight's meeting, and pending the availability of the meeting facility.

a. Date and Time: 2nd Tuesday of Each Month - December 12th, 6:30 to 8:30 PM

b. Place: Market of Choice, 67 W. 29th (Corner of W. 29th and S. Willamette) Other possible options: Wholefoods, Growers Market

Action Item (Jim): Jim will call Market of Choice to reserve the meeting room.

2) New Executive Committee and Agenda for First Board Meeting

a. New EC Members:

If the elections go as anticipated, the officers for the coming year will be:

- Larry Diffie, President
- Steve Hecker, Vice President
- Dave Zumbrunnen, Secretary
- John Hofer, Treasurer

Along with Mike Cantrell, Administrator, they will make up the Executive Committee. The committee meets a week or two prior to each board meeting to flesh out the agenda for the upcoming meeting.

b. Agenda Items for December Meeting

The following items are possible agenda items for the December meeting:

- Orientation and History of GEARS
- Updated Board Notebooks

- Visioning or Strategic Planning - Beginning the discussion of what lies ahead in GEARs' future?

Action Item (Mike): Prepare the new board notebooks.

B. Ride Committee

1) GEARs Clothing at Paul's Bicycle Way of Life

There are three items of GEARs clothing left at Paul's Bicycle Way of Life (1 pair of shorts and 2 vests). Mike will ask Kristen Yarris to check in with Virginia Xing, Partner Owner, to discuss putting the 3 remaining items on sale and to ask about the money owed to GEARs for the items sold. John H. estimates that GEARs is still out of pocket about \$650 from the items placed at BWOL.

Action item (Mike and Steve): Mike will ask Kristen to meet with Virginia and Steve will follow up with an email to Kristen stressing the importance of resolving this issue.

2) New Jerseys

The general consensus seems to be that new GEARs jerseys will be designed in Spring 2018 and they will not bear the logos of business members and sponsors as they change from year to year.

3) UofO Outdoor Program

John H. reported that the UofO Outdoor Program leads very few rides for students except for an occasional Friday afternoon get-acquainted rides. He would like to see GEARs offer rides to new students to introduce them to Eugene and Springfield, perhaps starting in the spring.

C. Revenue and Rewards Committee (Larry and John R.)

1) Approval of Committee Charter

Vote: The board unanimously approved the "**Business Membership/Sponsors/Donations/Rewards Advisory Committee Charter**" as emailed by Larry to the board on October 3, 2017. **A copy of the Charter is attached.**

2) Business Membership Plan

On November 13, 2017 Larry emailed the board the "**Business Membership Program**" as developed by the R & R Committee. Larry and John R. reviewed the document at length with the board. A few of the highlights include:

- Different levels of business membership depending on the amount of the dues. Gold > \$500, Silver < \$500 and > \$250 and Bronze < \$250.
- Explanation of Benefits of Business Membership.
- Creation of a Business Membership Program manager

There are several issues that remain, including:

- Developing a list of "Talking Points" which explain all the reasons for supporting GEARs with an emphasis on promoting "partnerships".
- Establishing a system for tracking business memberships and ensuring timely and accurate recognition of businesses.
- 10% business discounts for GEARs members?

A copy of the Business Membership Program is attached.

D. bRamble Committee (Karen and Devin)

1) Memo from Steve re the 2018 bRamble

At the October 2017 board meeting, Steve was asked to provide to the 2018 bRamble committee an outline of major issues to consider as planning gets underway for next year's event. Steve emailed a memo to the committee addressing these issues on November 13, 2017. **A copy**

of Steve's memo is attached.

2) Goals for the 2018 bRamble

Karen and Devin have met to discuss the 2018 bRamble. They see no reason the bRamble could not be a lot bigger, attracting more riders from not only the area but around the Northwest. They discussed several of their goals, including:

- **Rebranding** - New logo, new graphics, new slogan, new jerseys/socks/t-shirts highlighting the 20th bRamble and promoting all the best that Lane County has to offer
- **Pricing** - Creating an incentive for riders to sign up early
- **Promotion** - Articles in local and regional newspapers and magazines, more effective use of social media, work closely with Travel Lane County
- **Organized Training Rides**
- **Co-Marketing Other Area Clubs** - Creation of a passport?

3) Issues Still Remaining

- **Leadership** - Karen is interested in chairing the bRamble Committee. Devin said that he did not have the time but he is willing to help out as an advisor.
- **Committee** - Karen wondered if there is a core group of experienced and committed volunteers to help organize the event.
- **Marketing and Sponsorships/Donations** - What's the relationship between the bRamble Committee and the Revenue and Rewards Committee? The R&R Committee has been focused on promoting the club, not the bRamble, though there is natural overlap between the two.
- **Future of the bRamble** - A couple of board members wondered if there should be a bRamble or whether the club and community would be better served by a bike festival or other similar event or events. For now it was agreed that this is an important but huge issue, perhaps better left till later. If the 2018 bRamble is going to happen, work needs to begin without delay. A larger discussion of the future of the bRamble could possibly derail the event.

4) New Logo

Vote: The board by a 4 to 2 vote approved \$250 in prize money for a new logo contest, plus a free membership and free entry to the 2018 bRamble.

Action Item (Karen): Write an article for the November newsletter about the logo contest and perhaps reach out to the UofO graphic design students.

E. Budget Committee/Treasurer's Report (John H.)

1) Reports

John distributed copies of the October 2017 Consolidated Income Statement and the 2017 November Treasurer's Report. **Both of which are attached.** John was pleased to report that GEARs has a net profit of ~\$2700 for 2017.

2) Cycle Oregon

The \$1000 check from Cycle Oregon has not yet appeared in the post office box. It's been almost one month since CO notified GEARs that it was going to keep its monetary commitment.

Action Item (Mike or Steve): If the check from CO has not arrived by the end of November, one of them should contact CO about when to expect the payment.

3) What to do with the extra income for GEARs?

John H. raised the question of donating more money to nonprofit cycling organizations in the coming year. Jim agreed with John and suggested making sure the community recognizes GEARs largesse.

F. Education/Advocacy (Lyn)

1) November Program

Lyn announced that the next program will be "Biking Coastal California in the Spring: Vineyards, Strawberries and a Hacienda" with Steve Hecker and Friends. It will be part of the Annual Meeting on Wednesday, November 29th, 6:30 to 8:30, at the Eugene Garden Club.

2) Future Programs

Lyn asked for ideas for future programs. Some of those ideas include:

- Sports Nutrition
- Bike Friday
- Bike Share Program
- New Eugene Transportation Plan

5. Requests/Outreach/Advocacy (Jim)

A. Food Donation for Road Crew

Jim asked for \$75 to purchase food treats for the City of Eugene road crew responsible for sweeping up leaves in the fall.

Vote: The board unanimously approved the \$75.

6. GEARs Future/Vision/Strategic Planning

As the new Board of Directors begins to look toward the future, they have a lot of questions about what is GEAR's purpose?, where is the club headed?, who are the club's constituents? is the club reaching them? and what are the clubs goals?

For now the issue is just how to examine and answer all these questions. Several people had ideas on how to go about asking these probing questions, such as

- Hiring a facilitator to work with the board and perhaps the members
- Conducting a survey of the members
- Forming small groups to tackle discernable issues
- Identifying a few obvious actions the club can take to advance the goals of the club and that can be easily accomplished

Recognizing the enormity of the task, the board did not make any hard or fast decisions. Instead, Steve suggested letting the Executive Committee take a stab at framing the questions and the process, then report back to the board at the December meeting.

Action Item and **Agenda Item:** Executive Committee start formulating a plan for addressing the pressing issues facing GEARs

Next Meeting Time and Place: Tuesday, December 12, 2017, 6:30 to 8:30 PM, Market of Choice, 67 W. 29th, Eugene.

Time Meeting Adjourned: 8:30 PM

Respectfully submitted,
Lyn Gilman-Garrick, Secretary
Tuesday, November 21, 2017