

Greater Eugene Area Riders (GEARs) Minutes from Board Meeting Tuesday, October 3, 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

Guests:

Larry Diffie, GEARs member
Jim Harrison, GEARs member, Cottage Grove Representative
Al Hongo, GEARs member
John Reidy, GEARs member
Rachel Serslev

Absent:

Jim Wilcox, Director at Large

A quorum was present.

1. Introductions

2. Approval of September 2017 Minutes

Vote: The board voted unanimously to approve the September 2017 minutes with two changes:

A. § 4.C.2) Committee Reports. Rides Committee. Cancelling Rides. Page 5.

Dave suggested adding the phrase in red: "**Vote:** The board unanimously approved a request from the ride committee to allow leaders to cancel rides due to "unhealthy air quality (**i.e., AQI > 150**)"."

B. § 3.A.3) bRamble Review. Budget. Summary. Page 2. John H. suggested adding a fourth bullet point: "**Extensive publicity immediately before the event.**"

3. bRamble Follow Up

A. Dave Walla's Performance Review

1.) Executive Committee Report. The Executive Committee met to discuss Dave's evaluation. In short, the committee agrees that Dave worked very hard to create a very

successful 2017 bRamble. In fact, he went above and beyond in terms of hours invested. However, the committee feels that improved outcomes would result by strengthening Dave's leadership and overall planning. Steve is working on a final letter to Dave. The committee asked the board to approve a \$250 bonus to Dave in recognition of his efforts.

Vote: The board voted unanimously to give Dave a \$250 bonus.

Action Item (Steve): Finish the letter and mail it to Dave along with the bonus.

B. Financial Update

1) Income and Expenses. John updated the board on the bRamble's income and expenses:

- Insurance was a little lower than anticipated
- More money was earned by the silent auction than anticipated
- Mountain Rose Herbs sent in their \$500 donation

Action Item (Mike and Lyn): Mike will send Lyn the contact information for MRH and Lyn will send a thank you letter for tax purposes.

2) Adaptive Recreation.

Vote: The board voted unanimously to give Adaptive Recreation \$250 in appreciation of their interns who volunteered as road marshals.

C. 2018 bRamble Planning Committee Report

1) Meeting and Members: As of the board meeting, the 2018 Planning Committee is comprised of the following people: Larry Diffie, Karen Goodwin, Dave Zumbrunnen, Dana Brownfeld and Mike Cantrell. The committee has not had an opportunity to meet but will do so soon.

2) Looking Toward 2018: It was observed that much overlap exists between the Planning Committee and the Revenue and Rewards Committee, especially in the areas of sponsorships, donations and marketing. Dave Z. asked Steve to draft a letter to the bRamble Planning Committee outlining the major issues for the 2018 bRamble, such as new routes, updated graphics, and a possible 20th Anniversary celebration.

Action Item (Steve): Write the letter requested by Dave and send to the committee.

Agenda Item (November): Committee should meet soon and report back to the board in November.

4. Committee Reports and Actions

A. Executive Committee.

1) Bylaw Change. John re-submitted his suggested changes to § 4.4.D. Officers. Duties of Officers. Treasurer (Attached).

Vote: The board voted unanimously to bring John's proposed changes up for a vote at the Annual Meeting on Wednesday, November, 29.

Action Item (John): Write an article about his proposed changes for the October newsletter. The deadline is Thursday, October 12th.

2) D&O Insurance. The question was raised as to whether GEARs has Directors and Officers Liability Insurance.

Action Item (Mike) and **Agenda Item (November):** Research D&O Insurance and report back at the November board meeting.

3) Update on Board/Officer Candidates. Lyn reported that 5 current board members are returning in 2018: Steve, Dave Z., Jessi, Jim and John H. The board has recommended a change in the bylaws to allow for 7 to 10 board members instead of the fixed 7. If the GEARs membership votes for this change at the November meeting, we will need between 2 to 5 new members. Four members have expressed interest in running: Larry Diffie, John Reidy, Karen Goodwin and Al Hongo. Only one potential officer has stepped up. John H. has agreed to serve as Treasurer in 2018.

Action Item (Steve and Lyn): Steve will make a pitch for board candidates and officers at the October general meeting on Wednesday, October 18th; and Lyn will write an article for the October newsletter.

B. Ride Committee

1) Gear at Paul's Bicycle Way of Life. A few articles of clothing remain at Paul's. Mike has called Virginia about reducing the price of the items and about the money owed GEARs for items sold. She has not yet returned his call.

Action Item (Mike): Continue to work with Virginia on selling the old gear and getting reimbursed for sales.

2) Ordering New Jerseys. Kristin Yarris would like to order new short and long sleeve jerseys this fall in time for the holidays. The problem is that the design is already out of date as a few of the businesses displayed on the jerseys are no longer sponsors. The board instructed Mike to talk with the Rides Committee about the feasibility of updating the jerseys.

Action Item (Mike): Consult with the Rides Committee about updating the jerseys.

Agenda Item (November): Old gear and new jerseys.

C. Business Memberships/Sponsor/Donations/Rewards Committee

1) New Name: The committee feels that their old name was too cumbersome, so they are now calling themselves the short and pithy "**Revenue and Rewards Committee**".

2) Members: Currently, committee members include Larry Diffie, Karen Goodwin, Dana B., Dave Z. and John Reidy.

3) Meeting: The committee met on Wednesday, September 27, 2017. The minutes from their meeting is **attached**.

4) Charter: The committee is working on a charter which Larry distributed. The committee will bring a finalized version to the November board meeting for approval.

5) Ongoing Issues: The committee raised several issues they are addressing:

- Tracking business memberships in a timely fashion and keeping the website up to date
- Differentiating between business members and sponsors?

- Doing a much better job of promoting GEARs' rides and advocacy work
- Making sure GEARs is serving its members and expanding its appeal to other riders such as families and beginners
- Recruiting and training new volunteers
- Club's needs vs bRamble needs

Agenda Item: Consider and approve Revenue and Rewards Committee charter

D. Budget Committee/Treasurer's Report

Treasurer's Report: Because the last board meeting was on Tuesday, September 12th, just 3 weeks ago, John did not prepare a new Treasurer's Report.

E. Education and Advocacy

1. Education: Upcoming Program: Lyn reminded everyone that the upcoming program is Wednesday, October 18th, 6:30 PM, at the Eugene Garden Club. Dr. Marc Schlossberg will be talking about **Lessons from Abroad: Cycling and Learning in Denmark and The Netherlands**. Lyn asked for help spreading the word about the program with the goal of attracting a big crowd.

2. Advocacy: Improving Territorial Road: Steve announced that he had been asked by the county if GEARs would write a letter in support of a federal grant for improving Territorial Road. The board suggested asking Richard Hughes for advice writing the letter as he has been actively involved in this issue for several years.

Vote: The board unanimously approved submitting a letter advocating for the improvements to Territorial Rd.

Action Item (Steve): Talk with Richard and write a letter on behalf of GEARs.

5. GEARs Future/Vision/Strategic Planning

Time was set aside to brainstorm GEARs future. Before the discussion began, Steve set a couple of ground rules: Old members should refrain from saying "Oh, we tried that and it didn't work." and new members should try to propose practical ideas to exciting new ideas. Because the discussion was a bit of a free-for-all, what follows is a list of the ideas that were explored.

- Improve and expand advocacy, do more to educate members about issues of concern to them and encourage them to get more involved.
- Recruit and support volunteers, form a new **volunteers** committee.
- Work with cyclists from the towns and cities surrounding Eugene, in particular Cottage Grove. CG has an active cycling group that is very interested in joining forces with GEARs to write grants, promote rides in South Lane County, advocate for bicycle safety, etc.
- Create an "electronic hub" for cycling activity.
- Expand membership by offering more rides and events to attract younger riders, families, beginners, gravel bikers.
- Make sure the community is aware of all that GEARs is doing...great for attracting new individual and family members, business members and sponsors.

Action Item (Executive Committee): Draft a letter summarizing all these ideas to give to the 2018 Board of Directors.

Next Meeting Time and Place: Tuesday, November 7, 2017, 6:30 to 8:30, Whole Foods Market, 353 E Broadway, Eugene.

Time Meeting Adjourned: 8:30 PM

**Respectfully submitted,
Lyn Gilman-Garrick, Secretary
Monday, October 23, 2017**