

**Greater Eugene Area Riders (GEARs) Minutes from Board Meeting
Tuesday, January 9, 2018**

**Time Meeting Called to Order: 6:33 PM
Meeting Place: Whole Foods Market, Eugene**

Names of Meeting Participants and Absentees:

Present

Larry Diffie, President
Steve Hecker, Vice President
John Hofer, Treasurer
Dave Zumbrunnen, Secretary
Karen Goodwin, Member at Large
Al Hongo, Member at Large
John Reidy, Member at Large
Jessi Stinson, Member at Large
Jim Wilcox, Member at Large
Mike Cantrell, Administrator

Absent

No absences.

Guests

No guests attended.

A quorum was present.

1. Introductions- Continuing board member introductions from the prior board meeting, Jessi briefly described her interests and background. She does not drive a car and relies on her bike for transportation. She joined GEARs to improve her bicycling skills and feels that GEARs has been very helpful in this regard. She sees GEARs as a valued resource for cyclists. She plans to assist GEARs to raise funds and continue its operations.

2. Minutes Approval- A motion was made by Dave Z. for approval of the board meeting minutes for December 2017. (The motion passed by voice vote with all members voting Aye.)

3. Committee Reports-

a) Executive Committee – The committee met on Wednesday, January 3 to discuss several topics in advance of the board meeting. These included the positions of GEARs volunteer coordinator and bRamble volunteer coordinator. Principal topics were identified for the current board meeting agenda. Larry

chose not to present details of the meeting so that time was available board meeting reports and discussion that are related.

b) Ride Committee – Mike reported that they are looking at a suggestion by John R. to obtain a club membership to Ride with GPS Map Tracking/Sharing. The club's annual cost would be \$250 for unlimited member access. John R. emphasized that Ride with GPS would add value to club membership because individual members would not need to pay their own subscriptions. John R. and Mike mentioned that steps will be needed to limit access to GEARs members only, in lieu of web site visitors from the public. The Ride Committee is also considering which special rides to schedule. Updates to ride routes that are posted on the GEARs web site are an ongoing process.

c) Administrator Report – Mike distributed new cover pages for individual board member notebooks and also an updated board member directory page. Mike discussed his plans to change the GEARs web site. He is making progress and asked for suggestions. Dave suggested that Mike show examples of web site changes at each board meeting and that he work closely with the R&R Committee so it can better meet its goals of showcasing GEARs to sponsors and potential sponsors. Karen suggested that a donation link be added to the web page that lists ride routes and cue sheets because that page is a particularly useful resource even to non-members. Mike also distributed a printed spreadsheet showing membership by month. The current membership tally is 241 members which comprises complimentary, student, individual, household, and contributor memberships. The number of non-renewals has declined monotonically from 113 in 2012 to 36 in 2017. However, the number of members added annually has also declined since 2012. Board members should refer to the spreadsheet for details.

d) R & R/Business Membership Committee – John. R. discussed a recent meeting on Dec. 20. A pending business item is to assign persons to contact particular sponsors and potential sponsors. Persons who have had associations with current or potential sponsors should contact John R so contact persons can be coordinated. It was stressed that only a designated person from GEARs should solicit sponsorship from current and potential sponsors. Solicitation materials and a sales script have been prepared. These are posted on Google drive and the link has been made available to the board. At this juncture, sponsorships for the bRamble and GEARs will be regarded separately. However, some consideration is being given to recognizing sponsorship of both GEARs and the bRamble for monetary donations above a certain amount, such as \$500. Jessi emphasized the importance of making known whether entities

have sponsored in the past the bRamble or GEARs. John R. referred the board to a spreadsheet posted on Google drive where this information has been compiled. He suggested that any board member contact him or another committee member for assistance on this if needed. Progress for the R&R/Business Membership Committee depends in part on whether other GEARs tasks are completed, such as revising the GEARs web site and taking steps to ensure a successful 2018 bRamble.

e) Education Committee– Steve provided the topics below for education presentations that Lyn Gilman-Garrick and he have planned for the winter and spring months. He asked ideas for additional presentations. (Ideas can also be given to him or Lyn.) John H. suggested a presentation about emergency procedures and repairs for cyclists.

February: Darcie Hill, Sports Trainer, Dietician, Triathlete - Program on Sports Nutrition with Emphasis on Cycling

March: Lindsey Hayward, Eugene's Bike Share General Manager and Reed Dunbar, Eugene's Bicycle and Pedestrian Planner - Joint Program on the Bike Share Program and 2017 Transportation Plan

April: Ethan Stehley CoMotion - Bike Packing 101 - Bike, gear and Oregon routes

May: Mike Thompson GARMIN NW Rep - GARMIN Basics

Other Ideas: Cindy Smith's bike tour with TDA Global Cycling through Asia

f) bRamble – Karen reported that three planning meetings have been held. The date for the bRamble is August 5 and this date is indicated on the GEARs web site. New logo submissions have been received but a decision has not been made. The competition for a new logo is ongoing and indicated on the GEARs web site. It was decided not to change routes but perhaps routes will be named, such as by indicating major roads that they entail, so they are better identified. Collaboration among nearby events of clubs in Salem and Portland is being pursued such as advertising a triple crown century event. As an incentive to register and also add value to membership, GEARs members may be offered a discount. Steve and Jim agreed and added that this approach could be effective in fostering new membership. Karen listed numerous advance activities for the 2018 bRamble that must start soon. The important position of bRamble Coordinator is not filled but persons are being identified who might be interested. One possibility is to hire a person to get started on early tasks. Devin McKinney may be interested and will be contacted. If early tasks are done to the bRamble Committee's satisfaction, this person would be offered the option

to remain and serve as bRamble Coordinator. Karen mentioned that the bRamble is being shaped to promote and strengthen GEARs.

A discussion followed on a suggestion by Jessi about providing monetary allowances to committees that can be used to expedite tasks and committee-level decisions. The discussion was fostered by a concern that the bRamble Committee may not be able to act quickly if spending authorizations are given only at monthly board meetings. However, this concern was seen by several board members to apply also to other GEARs functions. John H. said that he would prefer that any monetary allowances be tied to specific purposes but otherwise saw merit in authorizing spending at least to an agreed to monetary amount. Larry would like to see some system such as this put in place so that important club functions can proceed more quickly. Following this discussion, the motion below was made by John R.

Motion: A motion was made by John R. to allocate \$1000 for (i) Devin McKinney as an interim bRamble coordinator and (ii) for a person, not yet identified, for bRamble marketing activities. (The motion was passed by voice vote with all members voting Aye.)

g) Advocacy Committee – Jim reported that he and Larry delivered holiday food platters to Eugene city street sweepers. A thank you letter from Larry was also conveyed. Jim encouraged GEARs members to waive and greet sweepers when they see them doing their work. Dave is compiling city, county, and state entities and respective contact persons that are pertinent to bicycling infrastructure. As an example, he suggested that GEARs can seek endorsements for Highway 99 shoulder improvements from the mayors of Creswell, Eugene, and Springfield to facilitate economic connections among the cities. His initial review of information posted on web sites suggests that little interaction or coordination exists among city, county, and state agencies with regard to road improvements for cyclists. A worthy goal would be to improve connectedness among key state, county, and city roads for cyclists. Once the compilation is completed, it will be distributed to the board and an interaction plan will be proposed.

Larry mentioned that bicycle theft is a problem and wondered whether GEARs can do something in response. One action that was suggested is to place information about locking and registering bikes on the GEARs web site. Dave and Larry will visit the Eugene Police Department and report back to the board about steps that EPD is taking to address bicycle theft.

Larry also asked for opinions about whether GEARS should join Lane County Tourism for a membership fee of \$250/year. Jim asked that this matter be discussed at another board meeting because ample time is needed for discussion.

4. Treasurer's Report- John highlighted principal points of his 2017 Annual Financial Report that he distributed by e-mail (attached below). He also distributed by e-mail the GEARS Cycling Club Consolidated Income Statement for December 2017 and the GEARS Cycling Income Statement for 2017. The Cycling Income Statement is a new document that John prepared to more clearly show on a yearly basis income and expenditures by broad category. It was prepared in response to Karen's comments from December's board meeting for the desirability of a succinct document. She expressed appreciation for it. John asked board members to offer suggestions about how they would like to see documents changed or see him for explanations about distributed documents.

5. Pending Business-

a) Volunteer Coordinator(s) – Karen expressed willingness to serve as co-volunteer coordinator. In that another person has not been identified to also serve, John H. suggested that a UO student might be willing to assist at a reasonable hourly rate. He also noted that a job description would be needed that lists functions. Al felt that many UO students would be interested in an assistant volunteer coordinator position.

A discussion followed about whether the bRamble volunteer coordinator should be the same person as the club's volunteer coordinator. Because many volunteers are common to both the bRamble and club activities, Al suggested the desirability of having one coordinator. Jim suggested that the position be advertised to assess interest. Steve noted that defining the scope of the volunteer coordinator position requires GEARS to identify clearly its priorities. Several board members expressed concerns about over-extending themselves in terms of time commitments.

Motion. Al will attempt to recruit a UO student who would serve as a volunteer coordinator intern with Karen in a supervisory role. The motion passed by voice vote with Jessi voting no.

b) GEARS Vision and Strategic Planning - Larry suggested that board members read a draft strategic plan from 2013. (It can be found in the 2018 GEARS Board Notebook.) Mike mentioned that the strategic plan has ideas that might be of interest. Steve noted that the strategic plan was a very time-consuming task for

the board that produced it. A brief discussion ensued about devoting future board meeting time to strategic planning but no clear intention was decided.

c) Member Renewals - Steve will revise the e-mail message that is sent to members for renewal of their membership. The message will include a summary of benefits to members and the community as motivation to renew.

d) Social – Pot Luck Dinner - A pot luck at Eugene Garden Club will be held on January 27, 2018 for GEARs members. Karen is leading the effort. A contingent of board members may be asked to arrive early to set up tables and ready the kitchen.

e) Articles for Newsletters – John H. is preparing an article for the January newsletter. Jim says he is working on one or two. Other board members should consider writing articles.

f) Community Resource Page – Larry asked opinions about adding to the GEARs web site a community resources page. Events with some relation to bicycling would be listed without endorsement. Links to city resources, such as those related to stemming bicycle theft, would also be listed. A short discussion followed and the idea was received positively. Larry mentioned that he and Dave will visit the Eugene Police Department to evaluate the bicycle theft problem. Information from this visit would perhaps be suited to web posting.

6. New Business-

a) Board members are asked to submit new items for the next board meeting agenda to Larry if these items fall outside committee activities. Items should be conveyed at least one 1 week before board meetings.

b) Steve will attend the Oregon Sports Summit (oregonsportssummit.org) on February 2 and 3 at Eugene's Valley River Inn. According to the event's web site, the event "will inspire current and potential sports events planners to create and further develop their sports events to reach new heights. Network and collaborate with local and regional sports event planners, venue facilities, sports organizations and vendors!" GEARs will pay the registration fee and Steve will report back about what he learns. It is hoped that useful information for improving the bRamble will be obtained. The board agreed that attending the event can potentially be worthwhile and Steve should proceed.

c) John H. mentioned that the University of Oregon's Bike Program is planning an event on Wednesday, January 17, at the Erb Memorial Union. One purpose of the

event is to connect students to bicycling activities. John suggested that GEARs have a table set up with information. Persons who can assist should contact John H. and Al who has connections with the U O Bike Program.

Time Meeting Adjourned: 8:30 PM

Anticipated Time and Place for Next Meeting: Tuesday, February 13, 2018, 6:30 to 8:30 PM, Location To Be Announced.

Respectfully submitted,
Dave Zumbrunnen, Secretary
Monday, January 12, 2018

See below for 2017 Annual Financial Report by John Hofer.

2017 Annual Financial Report

I am pleased to report that GEARs is in good financial condition at the end of 2017. Net income for the year amounted to \$3326. Net income could have been higher, but the Board generously opted to donate almost \$1000 to non-profit community groups above and beyond amounts contracted for. A total of \$2300 was donated and paid to a variety of organizations, including Safe Routes to Schools, Adaptive Recreation, Sunday Streets, Westside Neighbors, and the Center for Alternative Transport.

The good financial results represent a significant turn-around from 2016, when GEARs lost several thousand dollars. A continuance of those results, left unaddressed, would have threatened the long term sustainability of the organization.

The turn-around was led by the bRamble, where revenues increased by \$5531, due primarily to a surge in late registrants along with substantial revenue contributions from corporate sponsors and the introduction of a silent auction. Club revenues rose less dramatically, led by a 13% increase in proceeds from PayPal, caused mostly by a 25% increase in individual membership dues, from \$20 to \$25. In particular, we need to be especially grateful to those 20 members whose membership contributions of \$100 or more represent over 35% of overall membership revenues.

The turn-around was also a result of cost consciousness by the Board in both Bramble and club operations. While bRamble expenses did not drop, they did not rise either. In fact, the bRamble was able to hire a coordinator yet compensate for that additional cost via expense reductions elsewhere, all without adversely affecting the experience for participants. On the club side, expense reductions were also significant, dropping by almost \$1900—14%—from 2016. As part of the cost cutting, the 'diversion' program was discontinued, due to poor attendance at the bicycle safety class.

In sum, GEARs now has a good financial cushion which will allow it to invest in growth, improve services, expand education and advocacy, and generally increase support for cycling in the area. One of the biggest challenges for 2018 will be to maintain the cost consciousness of the past year. Translated, that means spending only on what's needed, carefully considering the purchase of items that are nice to have, and investing strategically in ways that will strengthen the organization, enhance riders' experiences, and serve the community.

If you have questions or would like to see detailed financial statements, please let me know.

John Hofer,

Treasurer