

**GEARs January Board Meeting**  
**January 14, 2020**  
**6:00 p.m. to 8:00 p.m.**  
**YMCA 2055 Patterson Street, Eugene, Oregon**

**DRAFT Minutes**

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**Board Members Present**

Karen Goodwin, President; Larry Diffie, Vice President; Angie Long, Secretary;  
At-large Members: Bob Beals; Mary Flatley; Doug Hintz, Bethany Thomas; Jim Wilcox  
Mike Cantrell, Administrator (nonvoting)

**1. Call Meeting to Order/Announcements/Introductions**

President Karen Goodwin called the meeting to order at 6:00 p.m. and welcomed the Board to the second meeting of the 2020 year. There were no guests present.

**2. Approval or revision of prior meeting minutes**

**Motion:** Secretary Angie Long made a motion to approve the minutes and it was seconded. Unanimously approved.

**3. Administrator's Report (Mike Cantrell)**

- Board member business cards were distributed to each member. Members were encouraged to use them when interacting with the public in any way, and for recruiting members/riders.
- The Board of Directors insurance is due by January 31; covers Board of Directors for liability up to \$2 million; Price this year will likely go up.
  - Vice President Larry Diffie moved and it was seconded to pay for this insurance up to \$700. Unanimously approved.

**4. Treasurer's Report**

- President Karen Goodwin indicated that Doug Hintz is willing to step into the position; Mike is willing to help Doug. Max is out of town until February 8 but will be a good resource for Doug and Mike. Due to this transition, there is no Treasurer's Report in these Minutes.

**5. Committee Reports**

**a. bRamble Committee**

**Routes** are finalized (but are subject to change):

- Classic Wolf Creek 104
- Foxy 82
- Route 66 Metric
- Camas Bakery Loop 38

**A community ride** is being discussed and looking for Springfield-Eugene City partners. Route would follow the bike path to Clearwater, picnic and back. Would need support for street crossings on D to Mill Race. If it's a go, we will add this to the registration page in May and push during Bike Month.

**Rest Stops:** Committee is seeking to use Richardson Park and possibly the Fire Station #109 or the School/ Church on Bailey Hill as additional rest stops. Other rest stops can be found on the Google Drive [Rest Stops in 2020 routes](#).

**Kick Off Party** at Claim 52 Jan 16 6-8 pm. GEARS is providing snacks from Costco; Mike, Bob, Larry, Angie, Mary, Mel, Bethany and Karen plan to be there to accept paper registrations and solicit volunteer help. Also, we plan to have membership forms to recruit more members. If Board members can attend, try to arrive by 5-5:30.

**Publicity** will be via print and digital media, email and social marketing, coordinated by Bethany and Mary. Mel is bringing the banners (GEARs, bRamble) and food platters to use for the snacks.

**Logo** is finalized by Mary and can be accessed here [Logo/Image files](#) in the Google Drive.

### **Merchandise**

- SportHill is donating the graphic work on the jersey, hopefully ready by Jan 16. They will be at the Kick Off with sample sizes for people to try on.
- Committee decided to print a separate GEARs t-shirt for and for member purchase. The bRamble t shirt with sponsor logos will also be available to purchase on the registration page.

**Registration:** We are switching from Eventbrite to Bikereg for our registration platform: less cost, targets bike riders especially in our area.

**Dinner:**Burritos Amigos will be our supplier. They have food service equipment to use for no extra charge and the price is reasonable. We will need to develop a Dinner Team to serve it and BA will be able to produce more burritos if we need them.

**Marketing:** Removing the bRamble facebook page to simplify and keep info on the GEARs page. Mary and Bethany are coordinating the social marketing plan. Mike is finished the two-minute video of the 2018 bRamble and is on the bRamble website.

### **Sponsors**

Total to date: 2600+

- Safeway/Albertson \$250
- Werner Family \$1000
- SportHill \$1000 (some in-kind)
- Dr Robert Gemmell - dentist \$250
- Dr Dave Niles -orthodontics yes
- Village Plaza Dental \$100
- Rolf Prima Set of wheels to sell tickets for on website

**Other:** Ham Radio operators are considering becoming involved to facilitate communication between riders and volunteers/sag support.

**Budget:** The Blackberry Bramble budget was presented to the Board. **Motion:** Larry moved that the budget be approved and it was seconded. Unanimously approved.

**b. Ride Committee (Mike Cantrell)**

Mike Reviewed the draft GEARs Guide for Safe Cycling Practices and Rider Responsibilities and the Safe Cycling Practices “Quick List” that the Ride Committee developed.

- Once finalized, it will be posted on the GEARs website
- Board emphasized helmet requirement for GEARs
- Other miscellaneous comments

The Ride Committee also created the “Your GEARs Membership Helps Support” card for ride leaders to hand out to potential new members

Other ideas from the Board:

- Potentially consider an “Introduction to GEARs ride” and promote this as GEARs activity
- Tease out general safety tips from group rider list
- Include information about the new “Idaho/Oregon Stop” law
- The Board expressed appreciation for the Ride Committee’s efforts and asked if there is a budget for the Ride Committee. The Board wanted to recognize the effort of the ride committee and authorized providing food for the meetings.
  - Mike indicated that there is a budget and that he would take responsibility for purchasing food for the ride committee meetings.

**c. Membership Committee (Karen, Mike)**

- The Membership Committee is a new committee under Karen’s leadership. Karen’s first meeting was with Mary to discuss how we can grow the membership, including a rewards program

A second Membership Committee meeting was held including Karen, Mike, Larry, Bob, and Mary. They discussed:

- The development of a new membership application form to be posted on the GEARs website
- Business memberships
  - We get very little money from businesses
  - It is important to businesses that they be in front of members. They also want to be appreciated by GEARs
  - The committee proposed creating a page of all the businesses that provide a discount
  - Businesses would get the following from GEARs:
    - A decal
    - Tickets to the bRamble
    - Memberships for their staff
    - Newsletter article on their business (one business member covered per month)
- A membership webpage update
- Member communications: GEARs is the limit with Mail Chimp; need to change to the paid version--\$30 per month or \$360 per year to be able to communicate to all GEARs members.

**Motion:** Karen moved and it was seconded to purchase the paid version of Mail Chimp. Unanimously approved.

**d. Advocacy (Jim, 5 mins)**

- Eugene Mission has reached out to Jim on a project. Old bikes are donated and refurbished for people at the Eugene Mission
  - How can GEARS help them get old bikes?
  - Story in newsletter
  - Interested in the money provided by non profits
    - Sponsors-Reintroducing prisoners to the community--an organization refurbishes bikes--potentially connect the two
    - LTD flushes out bicycles
    - Center for appropriate transport

**6. Education Presentations (Larry Diffie)**

- Jan 21<sup>nd</sup> Wildcraft with REI Dan Shyrock Travel Writer
- Feb 25<sup>th</sup> Mchael Martin Maintenance and Winterizing Your Bike (Eugene Garden Club)
- Mar 25<sup>th</sup> Max Rosenberg - One Man's Ride to the East Coast (tentative)
- Apr 22<sup>nd</sup> BEST Presentation (tentative)
- May TBD 3 Tour Discussions - (tentative)

There was discussion about using REI vs. Eugene Garden Club as venues. Some speakers are more comfortable at the Eugene Garden Club. It was decided to keep a mix of venues at this time.

**7. New Business**

- **Branded Coffee Mugs**
  - Larry suggested that GEARS support its presenters, sponsors, special people/occasions, with GEARS branded coffee mugs.
  - He has done some research and has found that costs are between \$4 to \$9 per mug
  - It could be used in several ways, including an education thank you, member recruitment, sponsor thank you, etc.
  - He suggests we start with 100 so we have extra
  - We could even sell some to members
  - Discussion: Mugs or thermos type mugs?
- **Donations to Bicycle Related Causes/Needs**
  - Larry proposed a possible motion that GEARS devote up to 10% of GEARS financial balance at the end of the year to be earmarked for donations to others for bicycle related causes or needs; never to lower the account balance to under \$25,000.00.
    - Motion by Angie: To offer grants or donations to bicycle/active transportation related organizations for up to 10% of GEARS operating balance at the end of the year and at the discretion of the Board; never to lower the account balance to under \$25,000.00 at year-end. It was seconded.
    - Jim motioned to amend the motion amendment: To offer in 2020 grants or donations to bicycle/active transportation related organizations for up to 10% of GEARS operating balance the end of the year, or another amount and at the discretion of the Board, never to lower the account balance to under \$25,000.00. It was seconded.
    - The above amended motion was unanimously approved.

- **Camas Country Bakery**--Mechanic Stand for Bike Friendly Business Designation
  - Angie received a quote from a mechanic stand company that seemed too high for GEARs support.
  - Angie will speak with Sue and Tom Hunton to find out what they need in a mechanic stand.
  - Angie will then direct the Hunton's to the website donation request form, once it is available.
- **Bathroom Donations**
  - Karen presented Steve Hecker's proposal to donate \$100 to each bathroom GEARs members use while on GEARs rides, including the Mohawk Store and Fox Hollow Volunteer Fire Dept.
    - **Motion:** Karen motioned and funding for two bathrooms as proposed, and it was seconded. Unanimously approved.
- **Social Media** (Facebook, Instagram) pages: group vs club (Mary, Bethany)
  - GEARs has a public page and private group page
    - What do we want to do?
    - **Action Item:** Angie, Bethany, and Mary to get together a proposal for how to manage social media.
    - **Action Item:** Bob will send a request to create a blog for rolf prima wheels
- **Remote rides** (Angie)
  - Angie to provide a proposal at the next meeting.
- **Reach the Beach Oregon** Portland to Pacific City, May 16, 2020 (Bethany).
  - GEARs partnered with them last year on training rides
  - Could GEARs have a team or a subteam?
    - Team Kelly Lane County Sheriff Deputy, avid horse person, charity through horses.
    - Is there interest in starting a group
  - Could GEARs co-sponsor training rides?
  - Fundraising amount is \$130 per person (Walmart, yard sales, CiderLicious fundraiser)
  - Could there be a newsletter article?
- **Free Bikes 4 Kids partnership (Mary)**
  - Their aim is to collect 400 + bikes to be repaired and given out to about 350 kids. Next collection date is April 4, 2020 and usually sets-up at Bi-Mart locations.
  - Include in GEARs newsletter to seek/gain interest in getting a group of members at collection site or work on bikes. Mary will have more info on dates for collection, repair at a later time.
- **GEARs Website** (Karen)
  - Solicit photos of GEARs women riders
  - Update business sponsor list on both website and newsletter
- **Commemoration Plaques to Businesses** (Defer to next meeting)
- **May is Bike Month** (Larry)
  - Larry had no new news to report because that meeting was postponed.

The meeting adjourned at 8:15 pm

