



**Board Meeting Minutes (June 11, 2019 5:45-7:45 PM at Jim’s Digs)**

<b>Board Members</b>	<b>Members at Large</b>
President – Larry Diffie (Present)	Karen Goodwin – bRamble Manager (Present)
Vice President – Vacant	Jim Wilcox (Present)
Treasurer – Max Rosenberg (Present)	Darcy Dillon (Absent)
Secretary – Angie Long (Present)	Bob Beals (Present)
Administrator – Mike Cantrell (Absent)	Vacant

**1. Introductions**

Claire Roth, of Better Eugene Springfield Transportation (BEST) joined the first part of the GEARs Board meeting. She was invited by Bob Beals to attend the meeting as a potential board member (GEARs has two board vacancies). Claire is bike commuter who comes from a family of cyclists, including her dad who has ridden across the country three times.

**2. Approval of May Meeting Minutes** – Karen moved and it was seconded. Approved unanimously.

**3. Strategic Planning Follow-up Discussion**

a. **Objectives 1 – 14, for Criteria & Timelines**—To be discussed at the July meeting  
For example, we need to do five community events: So far we’ve done four!

**4. New Business**

a. French Connection

- I. Participants in the French Connection will be given complimentary GEARs memberships in order for the club liability insurance to cover them.
- II. John is working on getting the keys to the city for the group
- III. Potluck on the 25<sup>th</sup>—two weeks from tonight, between 22 and 36 people are expected; the Eugene Mayor is coming to the potluck to present the keys to the city.
- IV. The group is having a dinner at Café Soraya, as a grand finale send-off to the group.

b. Ride with GPS > Opportunities

**I. Action Item:** Discuss at next meeting

c. GEARs Twitter Account

- I. Steve Piercy would like to have access to GEARs Twitter Account
- II. OK for Steve to get the account, but GEARs should manage the account
- III. **Action Item:** Larry to connect Steve with Angie. Angie will manage the account on behalf of GEARs.
- IV. **Action Item:** Tie the social media into the newsletter that goes out to our members. (Mike Cantrell)

- d. Public Records Information Request – Willamette Street (Jim)
  - I. Jim to request from the city of Eugene to receive the final report on the Willamette Street bicycle lane project from 24<sup>th</sup> Street.

**5. Treasurer’s Report – Max (5 minutes)**

Max presented the May Treasurer’s Report. He also completed the I-990 and the CT-12 form for the Oregon Department of Justice Annual Report for a non-profit. Income this month: \$169 from the fundraiser “Beer for GEARs” and \$500 sponsorship by Glory Bee. See the report below.

**GEARs TREASURER'S REPORT FOR MAY 2019**  
 Prepared by Max Rosenberg, June 11, 2019

**May Results**  
 GEARs net revenue in May 2019 was \$2,255  
 Monthly revenue: \$5,402, mostly Bramble sponsorships  
 Monthly expenses: \$3,147, mostly 2018 holdover advocacy, Bramble marketing, administrator fee

**Year to Date Results**  
 GEARs net revenue for 2019 is \$388.  
 Year to date Revenue: \$10,667  
 Year to date Expenses: \$10,278

**Current Net Worth Balance**  
 \$27,062, an increase of \$4,122 from April 2019.

**6. Committee Reports**

- a. bRamble Standing Committee (Karen – see report below)

**Registration**

As of today, we have 105 entries, four at \$65 each, Last year at this time, we had sold 22-\$50 entries.

**Rest Stop**

Pfeiffer will be the Rest Stop for the 82 and 117 routes. The various needs and times of each of the six rest/water stops are listed here:

[Rest and Water Stop Chart](#)

**Sponsors:**

Currently have **\$8350 in cash sponsorships**, thanks mostly to Bob, plus another \$875 in kind gifts. (Our budget projection of \$2500 was in sponsor assistance) Currently we have the following sponsors committed (new from last month are in purple):

Sanipac	\$1000
Oregon Medical Group	\$1000
PeaceHealth	\$1000

Anonymous	\$1000
Sapient	\$1000
SportHill	\$500 cash; \$500 goods for volunteers
McKenzie Willamette Medical	\$500
Oregon Country Fair	\$500
College Hill Dental	\$500
Jane Higdon Foundation	\$550
Rainbow Valley Con.	\$250
Safeway Albertsons	\$250
Village Plaza Dental	\$100
Jerry's Home Improvement	\$100
AAA	\$100

Gift cards: Randal's Automotive - \$125, Cornucopia - \$150

Sponsor logos have been scaled and categorized according to their level of sponsorship on the website.

### Raffle

Burley Trailer Encore X (\$600 value) Tickets are printed and being sold for \$3 for one, \$10 for three tickets online and in person. An 18" x 24" poster has been made to take to events to help sell tickets. We need help to sell tickets.

### Marketing

- Posters could be placed in many locations outside of bike shops. Please help.
- Placed two additional ads in Outdoors NW and Cycle California
- Lots of engagement with quarter sheets at the Strawberry Century last Sat
- Five bRamble mailchimps have been sent, each highlighting a feature of the ride and a sponsor.
- Social marketing is beginning to pick up with primarily Facebook (there are three accounts for posting: GEARS, GEARS Groups, and the 2019 Blackberry bRamble). More social media is planned for the final two months leading up to the bRamble.

### Merchandise

Jersey- Final sponsorship artwork is now. Primal gave us extra time and the initial count will be submitted on June 15. Jerseys are being sold for \$70 (minus Paypal and Eventbrite charges). Possible Flash Sale before June 15th to offer GEARS members a 10% discount? Mike is trying to figure out a way to allow a discount button on Paypal account.

11 jerseys, 6 t-shirts have been sold. \$20 worth of Raffle tickets sold. We need a minimum of 15 jerseys to make the order. Could the bRamble committee buy jerseys at the cost (\$55) rate?

- Max suggested, Angie motioned and it was seconded to use GEARS money to front the cost of four \$55 jerseys for Board members
  - Karen, Bob, Angie, Larry to get jerseys for cost at \$55. They will reimburse GEARS for this cost.
  - Karen to check with other GEARS volunteers to see if she wants one too.

### Volunteers

Valerie has created Scope of Work job descriptions for all the Coordinator positions (in Google Drive under bRamble 2019/Volunteers). Most positions have been filled except for SAG Coordinator.

## Youth and Female engagement

Jane Higdon Foundation gave us \$550 to use as scholarships for women riders who have not done the bRamble previously. A nomination form has been created and available on website.

Liv Cycling Casey Wytaske will hold a Century Prep workshop either at Hutch's on July 1 6-7 pm. Karen is arranging, and Darcy will manage the event on July 1.

## Sustainability

Bob and Karen met with Shelley Villalobos of the Council for Responsible Sports to gear the event towards zero waste and follow their certification standards. While the cost is prohibitive for small events like ours, we can follow their guidelines and market the fact that we are (just wouldn't have their "seal of approval"). Shelley will try to find an intern to help us with this process and at the event. We are still looking for a Spork Sponsor. Logos can be imprinted but need a month lead time. \$3.19 imprinted; /\$1.49 plain. \$1,500 for 500 Sporks at \$3.19.

## Training Rides

Angie has launched a four training ride series, "Be Ready to bRamble" that are announced on Facebook and on the GEARS ride list. Eight people (plus Angie) participated in the first ride of 26 miles on Sunday, June 9. Angie thanked Karen for leading the second ride, the Camas Bakery Loop, out of the Hilyard Center on Sunday, June 23. The third ride is 47 miles out of Alton Baker Park on July 7, and the fourth ride is 57 miles out of Alton Baker Park on Sunday, July 21.

The next bRamble meeting, June 18, at 6 p.m. at Ciderlicious, weather permitting.

- b. Ride Committee (Mike – 5 minutes)
    - i. Noble Estates Winery – Remote start/finish ride
    - ii. Repeat non-member riders, how do we let them know they are not covered by insurance for joining our scheduled rides
      - 1. Larger discussion
      - 2. **Action Items:**
        - 1. Larry to reach out to Mike to see if we can expand our coverage to include liability for non-members, and to
        - 2. What is our exposure if people are riding and are not members?
        - 3. Potentially have two sign-in sheets—speak to Ride Committee.
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- c. Advocacy (Jim – 10 minutes)
    - i. Territorial Hwy and others and Steve Piercy
      - 1. Larry to attend the June 20 meeting and will report at next meeting.
      - 2. Next newsletter: Roll Models: Friends of Trees, a company that plants trees by bicycles.
      - 3. Next after that, Hummingbird

7. **Administrator's Report** (Administrator not present; Larry reported a few items)
  - a. Larry working the membership reminders and has received appreciation
  - b. At the Cinnamon Roll ride, good comments on how fun the club looks based on the newsletter.
  - c. **Action Item:** Have a discussion in the future about the club newsletter.
  
8. **Education** (5 minutes) – updates and future events
  - June 26th – French Connection Visits Eugene – Potluck (Mayor will be there; members and significant others invited)
  - July 1– Century Prep (Hutch's)
  - August 28th – Joe the Metal Cowboy (\$500 sponsorship sought)
  - September 25 – City of Eugene PD, Bike Index (local bike shop)
  - October 23– Jim Wilcox – Tour Light
  - November 14 – General Meeting/Elections—November 14 at the Hilyard Center
  
9. **Ongoing Topics** – Discuss only those topics that need to be addressed (15 minutes)
  - a. Meeting location
    - I. Next month at Jim's
  - b. Connection Opportunities
    - I. National Bike Month (May)
      1. Three school rides in the school districts that took the place of community rides at the bRamble. GEARs also participated in a number of other rides and bicycling events during the month of May.
    - II. Veneta Harvest Festival (September) (Larry)
      1. Larry reached out to Jolie of Veneta to see if we can ride out there and also have Steve Piercy there for BikeIndex.

Meeting adjourned at 7:46 p.m.