

**Greater Eugene Area Riders (GEARs) Minutes for Board Meeting
Tuesday, March 13, 2018**

Time Meeting Called to Order: 6:30 PM

Meeting Place: Stellaria Building, 150 Shelton McMurphey Blvd., 2nd Floor Boardroom, Eugene

Names of Meeting Participants and Absentees:

Present

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

Absent

Jessi Stinson, Member at Large

Guests

Devin McKinney

A quorum was present.

1. Introductions- (Everyone was previously acquainted.)

2. Minutes Approval- A motion was made by John H. for approval of the board meeting minutes for February 2018. The minutes were approved unanimously by voice vote.

3. Committee Reports-

- A. Ride Committee – Mike reported that an air quality description will be added to the cancellation policy. Ride leader discretion on cancellation is being discussed for bad air days. Tours are being discussed such as riding along portions of the coast. Multi-day rides from a camping site with two days of camping are a possibility. A sag wagon might be available to assist riders who ride to the camping location. A ride out of Cottage Grove may be scheduled for the summer. Ride leaders are being asked to mention points of emphasis for ride safety. For March, they have been asked to warn riders to exercise caution on descents such as by limiting speed.
- B. Administrator Report – Mike reported that new rack cards have been printed. The cards about GEARs are for placement at bike shops and other locations of interest to cyclists. They also promote community awareness of GEARs. The cards state GEARs' mission and describe the club's benefits to members and its primary activities. He anticipates that the current supply will last about 2 years. Larry asked

Mike to add a “DONATE” button to the GEARs web site to foster additional external support. Additional changes that Mike is investigating are conspicuous buttons for joining and renewing, and for volunteering. Mike asked whether the format for monthly newsletters should be changed. Jim described a format where an index of articles is placed at the top with links to articles that appear below. John R. described a “more” button that expands articles so that other content can be found more quickly. Karen felt that formats that require much scrolling can discourage readers and may be especially undesirable for young readers. Al agreed and said that newsletters that have confused navigation can discourage readers. Based on his experience, Mike favors the current format but will try a new format and gauge how it works.

- C. R & R/Business Membership – John R. said that the purpose of the R&R/Business Membership Committee has become less clear. Steve mentioned that the club energy is becoming directed toward bRamble planning which entails some similar activities such as identifying sponsors and that ambiguity was bound to occur. John R. emphasized that seeking sponsors cannot be the job of one person. Larry suggested that the R&R/Business Membership Committee work may be appropriately set aside while effort is directed toward planning the bRamble. Dave noted that the work of getting club sponsors should be shared and not fall on John alone especially because everyone is reluctant about doing such work. A consensus arose that a renewed effort that is shared among many persons to add club sponsors should be mounted.
- D. Education – Steve reported that about 20 persons attended the March 6 educational program, Cycling Nutrition and Performance, by sports nutritionist Taryn Hand. The event was held at the Eugene Garden Club. Larry and John H. commented that they found the presentation interesting and informative. Three more educational programs are scheduled. The Future of Cycling in Eugene is scheduled for March 28 at 6:30 PM also at the Garden Club. Reed Dunbar (City of Eugene Bicycle and Pedestrian Planner) and Lindsey Hayward (Eugene Bike Share General Manager) are presenters. In April, a program on gravel biking will be scheduled. Cyndi Smith will describe a recent extended bike trip to southeast Asia for the May program. Lyn Gilman-Garrick is working on additional programs such as one focused on using GPS cycling computers. New ideas should be communicated to Lyn or Steve.
- E. bRamble – Devin gave an update on activities to market and plan the 2018 bRamble scheduled for August 5. A bRamble planning meeting was held last week. The bRamble became active today (March 13) on Eventbrite and registration can be accessed via the GEARs web site. Devin asked board members to forward to him suggestions for web sites where a link to the bRamble might appear such as web sites for other bike clubs or cycling events. This is an ongoing process with several area clubs having been already contacted. John R. agreed to assist with updating the GEARs Facebook page with bRamble information on an ongoing basis. Devin is brainstorming marketing ideas. More planning is being done with assistance from Steve to form a Triple Crown Century Event such as in conjunction with other nearby events (Corvallis, Strawberry and Portland). John R. expressed concern that some

riders develop their century ride plans as early as January, so such riders may have overlooked the bRamble by now. Devin feels that bRamble planning is off to a much earlier start than last year and rider participation should ultimately reflect this earlier effort. A link to a separate web page has been added to the bRamble web page to seek volunteers and sponsors. The Volunteer Committee is headed by Valerie Rosenberg. Janet Whitesides is Assistant Chair. They are pleased to report that volunteers are coming forward. Karen noted that a volunteer for the Crow rest stop has not yet been filled, however. Devin is hopeful that area hotels and campgrounds can be identified that will offer discounts to registrants. He is also seeking the participation of a local winery so that both local beer and local wine can be available. The 5, 10, and 20 mile Community Rides will begin at 11 AM instead of starting at 10 AM last year. John R. emphasized the importance of clearly disseminating the start and end times for breakfast so that table set up and take down near the registration area can be done smoothly.

- F. Advocacy – Jim’s second article on bicycle lighting and Dave’s article on bicycle theft in Eugene/Springfield appeared in this month’s newsletter. Mike said that such articles will be added to the Advocacy page of GEARs web site on a rotating basis. The Advocacy Committee conferred about posting road hazards in a new section of the GEARs Advocacy page. An example road hazard posting was presented to the Board. The idea was met favorably. This idea will be developed further, and more information will be presented such as how hazards postings are obtained. Postings may also include, for example, information about related city/county actions that are pending. Jim updated the Board on various city functions. Eugene’s Breakfast at the Bridges will begin soon. A kick-off is scheduled for Tuesday, May 15th, 7-9:30 AM, at the Peter DeFazio Bridge, southwest end. Subsequent Breakfasts at the Bridges will be held on the last Friday of each month from May 25 to September 28 also at 7-9:30 AM. The kick-off on May 15 is in conjunction with the Business Commute Challenge (commutechallenge.org) of Eugene/Springfield scheduled for May 12-18. Jim noted that the web sites for these events include logo credits to several bike shops. He will look into whether GEARs’ logo might be added for this year and encouraged GEARs representation at the Bridges events. He understood that rack cards will be available along with other cycling information that the city will provide. (A complete schedule for Breakfasts at the Bridges is below.)

- May 15th TUESDAY - Peter DeFazio Bridge, South West Side. Business Commute Challenge Kickoff
- May 25th FRIDAY- Delta Ponds Bridge, where Delta Ponds Bridge path meets East Bank Path.
- June 29th FRIDAY – Greenway Bridge, Maurie Jacobs Park/across from Valley River Center
- July 27th FRIDAY - Buck Street Bridge, Fern Ridge Path West of Acorn Park St.
- August 31st FRIDAY - 24th Ave & Amazon Path, near Amazon Softball Fields
- September 28th FRIDAY – Frohnmayer Bridge, formerly known as the Autzen Footbridge, south side of the river

G. Steve informed the Board that ODOT has posted a survey to seek input for the Oregon Coast Bike Route Plan. He anticipates that the survey will reflect a need for substantial improvements. May is Bike Awareness Month. Larry asked whether GEARs should do something in particular because of it. John R. mentioned that GEARs routinely has events. These could be connected to Bike Awareness Month such as by ensuring that they are included in related announcements or activity lists. Al suggested that GEARs hold a “newbies” ride. John H. suggested that GEARs Bike Awareness Month activities might be given free advertising by tagging along with other activities.

4. Treasurer’s Report- The Treasurer’s Report is attached below. John H. reported that GEARs had expenses exceeding income in February by \$1080. Membership revenues were down as can occur during winter months.

5. Pending Business-

Larry reported that Valerie and Janet are doing a great job filling volunteer roles. Janet will be picking up the work when Valerie departs for France later this year. A social-pot luck dinner is again being planned at Eugene Garden Club for early May. The dinner may have a theme such as past bRambles.

Larry solicited new articles for the newsletter and thanked Jim and Dave for their recent articles. He mentioned that people outside of GEARs see these articles so that interest in GEARs is enhanced.

Larry obtained a reduced fee as a non-profit organization for the Stellaria Building where recent board meetings have been held (i.e., non-profit discount at 15%, so \$12.75 per hour compared to previous \$15.00 per hour). A consensus was to continue holding meetings there and to reserve space for 2.5 hours. The space is quiet and conducive to productive meetings.

6. New Business-

Larry asked that new agenda items be forwarded to him. He snapped photos of a GEARs ride up Fox Hollow that will be provided to Travel Lane County. (GEARs is a member as of February 28.) Larry completed a grant application with Pacific Source and anticipates a decision in the coming weeks. Larry is exploring sponsorship opportunities with area companies. John R. requested that he be provided with names of these companies and be kept updated as chair of the R&R/Business Membership Committee.

Dave noted that no motions were made during the board meeting.

Time Meeting Adjourned: 8:23 PM

Anticipated Time and Place for Next Meeting: Tuesday, April 10, 2018, 6:30 to 8:30 PM, Stellaria Building (unless otherwise announced).

Respectfully submitted,
Dave Zumbrunnen, Secretary
Wednesday, March 15, 2018

Below:

Treasurer's Report

GEARS Cycling Club

March 13, 2018

March Treasurer's Report – reporting February financial results

February Results

GEARs lost \$1080 in February.

Monthly Revenue: \$341

- PayPal revenues were \$341, down from last year.
- There was no other revenue
- bRamble revenue: none

Expenses: \$1421

Net income: -\$1080

Current bank balance (including uncleared checks): **\$24235**, down \$1013 from year end 2017.