



Board Meeting Minutes

Tuesday, May 14, 2019, 6:30-8:30 PM at the Dental Offices of Carolyn Cantrell

Board Members	Members at Large
President – Larry Diffie (present)	Karen Goodwin – bRamble Manager (present)
Vice President – TBD (Education) – Vacant	Jim Wilcox – Advocacy (present)
Treasurer – Max Rosenberg (present)	Darcy Dillon (present)
Secretary – Angie Long (present—late arrival)	Bob Beals (present)
Administrator – Mike Cantrell (present)	Vacant

1. Meeting began at 6:30 p.m. due to change of venue, no guests present

2. Approval of March Meeting Minutes – Minutes approved

3. New Business

- a. **Veneta Harvest Festival (September) (Larry)** Veneta wants GEARs to table and present bicycle safety, Bike Index, display a bike variety and encourage our members to attend. Date is not set; Larry will report.
- b. **National Bike Month (May) (All)** Lots of activities: Breakfast at Bridges 5/14 went well despite rain; the SRTS community ride was dismal in attendance (2 students, 1 parent) due to a lack of advertising throughout the district. 7 GEARs members were on hand to ride=good volunteer karma
- c. **WNRA World Naked Ride** organizers asked if GEARs would post the Naked Eugene ride and we agreed to do so. You do not have to be naked to participate. Larry was unsure of details, but it sounds like it recruitment for interest in fundraising for adaptive cycling for groups in India. It was suggested that the party write a blurb for our newsletter, but that was the extent of what we could offer.
- d. **Board Meeting Location.** Peace Health Riverbend offered a free room but it is too far away and confusing for entry. Possible options: ask for UofO Library room; Ciderlicious on River Rd has lots of tables, slow on Tuesdays and food availability. Karen to ask permission at Ciderlicious.
- e. **Added item: Liability waivers for “other” groups.** Larry brought up the issue of liability waivers for rides that were GEARs related but not on the ride schedule to help ensure consistency with other collaborated events. This came to light with Karen’s request that the June 3 Community Ride with SRTS and PeaceHealthRides use our Liability Waiver that is used for regularly scheduled rides and we were not using the Waiver for the other two scheduled SRTS May rides or with the Peace Park ride in August. Members expressed concern of liability issues and Bob felt that these were SRTS rides and GEARs has no responsibility to cover. Mike stated that our liability waiver sheet covers only 18+ and only the first time a non-member signs in on a ride per year.
Action Item: Mike to call our insurance agency to find out how GEARs’ rides are covered.

- f. **Added item: Process for giving grant money out to other groups** Mike has past documentation and will bring to the next meeting
- g. **Added item: Tour de Fronds (June 15) gave GEARS 2 tickets** It should be announced in the newsletter and those wishing the tickets could apply.
- h. **Added item: Recruitment of women board members:** Larry asked Emma Newman who suggested we attend a BPAC meeting and search for a likely female candidate (can't remember who could attend the Bicycle & Pedestrian Action Committee meeting). Karen mentioned that the Cyclofemme ride had potential female candidates, particularly Amy who teaches French.

3. Strategic Planning Follow-up Discussion

- a. See Strategic Planning document – timelines to be made part of the agenda for follow-up.
- b. **Action Item:** Set up Newsletter Committee: Mike, Karen, and Jim as members

4. Treasurer's Report – Max

- a. Max needs to complete two tax reports (May 15, 2019)
- b. Checks to Safe Routes to School, CAS, and Adaptive Recreation from the 2018 bRamble:
 - I. Mike to get Cashier's checks
 - II. Larry to deliver checks
 - III. Take pictures with large checks for posting
- c. **April Treasurer's Report**

GEARs TREASURER'S REPORT FOR APRIL 2019
Prepared by Max Rosenberg, May 10, 2019

April Results

GEARs net revenue in April 2019 was \$2123

Monthly revenue: \$3,617, mostly Bramble sponsorships

Monthly expenses: \$1,494, mostly for administrator fee and Bramble marketing

See attached Consolidated 2019 Income/Expense Statement for details.

Year to Date Results

GEARs net revenue for 2019 is -\$1,856.

Year to date Revenue: \$5,265

Year to date Expenses: \$7,131

Current Net Worth Balance

\$22,940, an increase of \$2,039 from March 2019.

5. Committee Reports

- a. bRamble Standing Committee (Karen – 10 minutes)

Registration

- As of today, there are 57+ 4 mail-in entries at \$55 each, 3 jerseys, 2 t-shirts have been sold.
- Last year at this time, we had five-\$50 entries.
- Two bRamble Mailchimp email messages have been sent with a full schedule of future campaigns, each highlighting a feature of the ride and a sponsor.

Rest Stop

Karen is working with Alan from Territorial Winery and Danuta from Pfeiffer to develop a plan for the wine tasting at the Long Tom Grange. After the meeting, Karen was able to arrange for Pfeiffer to host the rest stop!

Sponsors

Currently have \$6700 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:

Sanipac	\$1000
Oregon Medical Group	\$1000
PeaceHealth	\$1000
Anonymous	\$1000
Oregon Country Fair	\$500
College Hill Dental	\$500
Rainbow Valley Con.	\$250
Safeway Albertsons	\$250
Village Plaza Dental	\$100
Jerry's Home Improvement	\$100

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

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.

Marketing

- Posters and quarter sheets have been printed and distribution has begun (Mel!)
- Eugene Marathon offered us a free placement in their Virtual Bag and we placed an ad which offered 10% off until May 31. The report showed gender and age breakdown of visitors to page.
- Ad placed in Outdoors NW \$150
- Ads continue in Cycle CA and email feature (our date was incorrectly listed as Aug 5 and will be re-run at no charge to correct)
- Going on any rides or to any large events? Please take quarter sheets to handout.
- Plan is to extend Early Bird registration to May 31st to match the Virtual Bag offer
- GEARs members helped at Cyclofemme, distributing Blackberry Honey Sticks from GloryBee and quarter sheets. Many were interested in riding or volunteering.

Merchandise

Jersey- Final sponsorship artwork must be submitted by May 29th. Final count will be submitted on June 5. Jerseys are being sold for \$70 (minus Paypal and Eventbrite charges). Possible Flash Sale before June 5th to offer GEARs members a 10% discount - \$63 minus charges will be discussed.

Volunteers

Valerie has created Scope of Work job descriptions for all the Coordinator positions (in Google Drive under bRamble 2019/volunteers). Some positions have been filled but SAG for one is “sagging” and many people are not ready to commit. She will begin making personal phone calls in late May.

Needed: Number of Chairs/Tables needed for bRamble? Bob can pursue that in the future.
Karen gone Thursday 16th through May 22 evening

Next bRamble Meeting: May 29.

Youth and Female Engagement

Bob and Karen met with Zane to discuss plan to engage more youth and especially girls. We are working on requesting money from the Jane Higdon Foundation to use as scholarships for this target group. Zane has a healthy email list that he'd be willing to spread the opportunity for these scholarships. Ideas for Women Ride Prep presentations

1. REI
 2. Liv Cycling (Casey Wytaske has offered to hold this workshop either at Hutch's or Garden Club on July 1 or 2-can anyone be in charge of this GEARs presentation since Karen is out of town?) This is a great connection to make and she is interested in partnering with us to help attract women to cycling.
- b. Ride Committee (Mike and Larry)
- i. Cinnamon roll ride (Paula) her last one (June 8) Needs volunteers
 - ii. Noble Estates Winery – Remote start/finish ride (Cheryl and Karen will meet Wednesday to discuss)
 - iii. Peace Ride – August 17th organized by Roger Durant
 - iv. AARP – May ride after bike sizing organized by Carmel Perez Synder
 - v. Ride speeds changed this month, because ranges were too wide.
 - vi. The Board approved the posting on Facebook of the Blessing of the Bicycles sponsored by St. John the Divine Episcopal Church.
- c. Advocacy (Jim)
- i. Article in the next newsletter regarding East Amazon project
 - ii. Roll Model of article on Friends of Trees

6. Administrator's Report

- a. Mike is working hard, doing all he can 🐼

7. Education (5 minutes) – updates and future events

- May 6, 2019: Good turnout with 26 people (big turnout for them)

- June 26th – French Connection Visits Eugene – Potluck (Mayor will be there; members and significant others invited)
- July 1 or 2 – Century Prep
- August 28th – Joe the Metal Cowboy (potential funding by Live Move?)
- September – City of Eugene PD, Bike Index (local bike shop)
- October – Jim Wilcox – Tour Light
- November – General Meeting/Elections—November 14 at the Hilyard Center
- Future Sites – Cottage Grove, Veneta, other?

8. Ongoing Topics – Discuss only those topics that need to be addressed

- a. Community Connections (Bob)
- b. The French Connection (Max)
- c. Vice President/Education – Board Member-at-Large Vacancy—consider a non-board volunteer position
- d. Bike Film Festival – update (Karen and Larry)
 - Met with Paul from Arriving by Bike
 - Paul is not quite as interested
 - Donate 10-20% to Adventure Bike
 - On Hold

9. Adjourn 8:33 p.m.

Next GEARs Board Meeting – June 11, at a location TBD at 5:45 p.m.