



Board Meeting Minutes (September 10th, 2019 5:45-7:45 PM at Jim's Digs)

Attending: Larry Diffie, Jim Wilcox, Bob Beals, Karen Goodwin, Mike Cantrell. Absent: Angie Long, Max Rosenberg, Darcy Dillon,

1. Introductions -no guests -we all knew each other

2. Moved agenda items to wait for Angie; Karen agreed to take minutes

3. Started with New Business

a) bRamble Director Discussion:

- Larry & Bob met with Ian Dotson of Eugene Marathon. He is intrigued with a the idea of the EM adding another sports event. The EM is owned by a family in Seattle (Krustes Pancake relation) who has expressed interest in expansion. Ian will run the idea by them.
- Karen said that Mercy from Claim 52 expressed interest and will follow up with her.
- A 3 year try out period was discussed to give the new organizer time to develop.

b) Executive Director Discussion:

- Should we? How could we?
- Group opined they were open to discussing by defining position and job responsibilities
- Next Steps:

Karen asked for formation of subcommittee (Bob, Larry and Karen signed on) and look for already established job descriptions and look at strategies for combining or separating bRamble coordination with Director duties.

c) New Club Jerseys – Larry said there were 4-5 inquiries for new/more jerseys. Mike suggested we wait til Spring since we're covered until then.

Bob suggested we try Sport Hill since they are a bRamble sponsor.

No ideas/designs were presented.

d) Administrator Position

- Yearly evaluation is due. Without an executive committee in place (they usually did the eval), it was agreed that the entire board will use next meeting time to evaluate Mike together. Mike should fill out a self evaluation, review job description and report to the BOD before the next meeting.

e) Community Ride Partnering

- Bob reminded us that SRTS will promote National Walk to School Day on Oct 2
- Should we offer a ride for SRTS/Family Ride? May's rides had varied participation. No decision was made.
- Could we develop a University ride/relationship? Kelsey Moore is interested, possibly in the spring
- Climate Revolutions-they are invited to our meetings
- 350.org Eugene-also invited to our meetings

- These rides should be put on our Ride Calendar to encourage other members (i.e. not our typical members who ride GEARS rides) to join
- Karen suggested that all community partners should mention GEARS as a partner too.
- Jim complained that the Business challenge doesn't acknowledge GEARS (Mike said years ago there was a Point to Point person more sympathetic but is gone). Bob said Teresa Brandt is the contact now; Karen suggested that GEARS members be encouraged to sign up on a GEARS team to be recognized.

f) Larry proposed that we increase the financial support of Steve Piercy for the Bike Index promotion to \$200 from \$75 last year. Steve has volunteered and represented GEARS as an ambassador in the last year at numerous events. Karen seconded the motion and all voted in favor.

4. Treasurer's Report – No report, Max was on a Tour across the country

5. Committee Reports

- a. bRamble Standing Committee -enough was already discussed, no new news at this point
- b. Ride Committee Mike said the Ride Committee did not meet last month
- c. Advocacy
 - Jim readdressed the tree cutting near Cottage Grove after determining it was difficult to pick a side, so we didn't. Instead of cutting 60 trees, he reported that 6 trees would be cut and a rumble strip installed.
 - Still waiting to hear about our potential participation at the Springfield Health & Wellness Oct 9
 - He was informed that the 4J alternative school is interested in buying the old church at 16th & Polk. This will push increased traffic at the junction and be bad for cyclists. He will keep us informed.

6. Administrator's Report

Mike was given all the info (by Rob Roy) on posted rides and created a searchable data base for all our rides; cleaned up the ride info and map links so all should be working

7. Education

- September 25th – City of Eugene PD, Bike Index
- October 23rd – Jim – light Touring
- November 13th (Wednesday, due to availability) – General Meeting/Elections

8. Ongoing Topics – Discuss only those topics that need to be addressed (10 minutes)

- a. Meeting locations
- b. Connection Opportunities
 - i. Veneta Harvest Festival was very glad for GEARS participation and we will be invited back next year (hopefully away from the generators and possibly offer Bike Valet parking to participants)

- c. Camas Mill, Bakery & Store – would like help getting a grant (they are not a non-profit) to put up a public bicycle work station (pump/minor repair tools) (\$715 at Bike Fixation)-this topic was postponed.
- d. 2019/2020 Board –Larry has been talking with Jim Mosley. Karen has some women to ask.

9. Strategic Planning Follow-up Discussion

- a. Refer to Goals and Objectives 1 – 14. Mission Statement = GEARs promotes bicycling for Health, Recreation, Transportation, and Fun for Our Community.

GOAL 1 – Maintain and grow a sustainable budget.

Objective 1: Maintain a reserve of \$25,000 +/-20% for present to the full membership at the November annual meeting. \$44K in reserve at this moment.

Objective 2: Grow the budget by 5% annually to offer more member and/or community services. **Increase revenue from bRambles.**

Objective 3: The Board is responsible for developing ten new partnerships and/or sponsors per year. (Such as Veneta, Camas Bakery, new sponsors, etc.) **We have established relations so far with Jane Higdon Foundation, Red Cross, Eugene Marathon**

Objective 4: Review/update strategic objectives annually – report to full membership

GOAL 2 – Membership Services

Objective 5: Compare and review current membership benefits annually, to enhance membership benefits, in preparation for the annual membership meeting. **Add monthly “visitor” option. Increase social rides, add “friendliness” to our website, offer ride confidently classes, hold an Annual Dinner for more social interaction off the bike. Current membership includes 1) group rides based on skill level, 2) Newsletter, 3) Special Announcements, 4) Google groups, 5) Ride with GPS, 6) supplemental insurance, 7) discounts at stores (we should list on website), 8) loaner cases for bike travel. Karen will survey bike shops to check current discount offerings to members.**

Objective 6: Create a communication strategy by December 31, 2019 to increase effective communication to past, present, and future members. To keep in touch with past members, we should email occasionally. Survey Monkey?

Objective 7: Strategically increase membership by 10%, focus on women/multi-generational/different abilities/multi-cultural. **We are doing women rides now (Thursdays) plus a cultural ride with SRTS. Karen pointed out that the GEARs website has 7 pictures of women out of 67 people pictured. Let’s get pics of women on website.**

The following strategies were not discussed:

GOAL 3 – Community Services

Objective 8: Coordinate, promote, and lead at least 325 regularly scheduled club rides for riders of various skill levels. Create a diversity of rides that open up opportunities for different types of riders.

Objective 9: **Initiate/coordinate/collaborate/lead five or more community ride events** 3 Safe Routes to School, 4th of July Ride to Harrisonburg, September 14th Ride to Veneta, bRamble, Daffodil Ride in May.

Objective 10: **Initiate, coordinate and lead the annual bRamble to engage with the greater Eugene/Springfield area and Lane County.**

Objective 11: Create a strategy by December 2019 to encourage public, private, and governmental entities to develop better cycling facilities. **What does this look like?**

EDUCATION and ADVOCACY

Objective 12: Recruit/select volunteer(s) to focus on Education by December 2019 to facilitate activities related to safety and skill development. **Who? When (General Meeting?)**

Objective 13: By October 2019, create an action plan to involve the Club members on meeting Club goals. **What is this?**

Objective 14: Utilize the current newsletter to include a diversity of information or issues impacting bicycling in each issue.

10. Adjourn

Next Meeting – October 9th, 2019, at Jim Wilcox at 5:45 p.m.