



April 9, 2018

Location: New York, NY

### Minutes of the Joint Meeting of the Board and Council

#### **Board Attendees:**

1. Andrea Mercado, President
2. Allan Friedman, Vice President
3. Sarit Levy, Secretary
4. David Meltzer, Day-Trips/Rides Coordinator
5. Ed Sobin, Leadership Coordinator
6. Maureen Gaffney, Membership Co-Coordinator
7. Steve Lyon, Co-Treasurer

#### **Council Attendees:**

1. Wendy Frank, Communications Co-Coordinator
2. Alfredo Garcia, Communications Co-Coordinator
3. Doug Von Hoppe, Weekend-Trips Coordinator
4. Bob Moleti, Programs Coordinator
5. Chris DeMeo, Member-At-Large

The meeting was called to order at 6:30pm.

The revised drafts of the minutes from the January 16th and February 12th meetings were distributed for review prior to today's meeting and there were no further recommendations for revisions so a motion was made to approve the minutes of these two meetings. The motion was seconded, a vote was called and the minutes were approved unanimously.

The Treasurer's report was provided with a summary of the club's bank account balance and the recently approved expenditures of the club's various service accounts (such as Eventbrite account, annual website maintenance fee and Ride with GPS account). It was discussed that the club already has a Dropbox account for digital archiving of our club's records so it was agreed that the club will continue to use this existing Dropbox account for this purpose.

The Leadership report mentioned that the Spring Leadership Class has six registered participants and will be held as planned. Questions were asked and answered.

The Day Rides report included an overview of the day rides that are being listed and the acknowledgment that the recent cold and snowy weather has negatively impacted the number of rides being listed or some rides having to be cancelled at the start of this Spring riding season. There was a discussion on leading rides that are listed on the club's ride library and whether it is

necessary to ask usage permission from the "owner" or person who created the ride and/or has historically lead the ride.

There was a discussion on leader incentives and recognition awards for over and above leadership. Some suggestions that were brought up were the creation of "Member Of The Month" profiles to be written and published on the club's website and on the weekly email newsletter sent to members. There was a discussion on how to select the types of questions to ask each monthly profile candidate. A questionnaire form that already exists will be distributed to the Board and Council for review and feedback. There was a discussion on which club member should be chosen for the first of such profiles and the person chosen will be contacted to find out their interest in participating.

The Weekend Trips report was given and stated that the Montreal trip is now listed on Eventbrite; Vermont has been cancelled because it did not receive the needed minimum number of registrants by a specified hotel reservation deadline that had passed; There was a suggestion to designate a certain cut-off date in the Fall to discuss and approve Spring weekend trips in order to try to prevent this type of cancellation from happening in the future (so that trips can be publicly listed and marketed earlier). There was also a suggestion to post possible weekend trips, as opposed to only definite and already budgeted weekend trips, in the Fall in order to request interest feedback from the membership. Finally, there was a discussion on the Harlem Valley event ride weekend trip, the costs associated with it and the logistics of purchasing the event's registration tickets ahead of having registrants sign up for the trip.

Discussion occurred on whether or not to allow interested club members to participate on the weekend trip's day rides if they don't register for the weekend trip and make their own hotel-stay plans; There was a consensus that weekend trip day-ride participants need to be fully registered with the weekend trip and should not be allowed to make their own driving plans to arrive at the weekend trip destination on their own. But weekend trip leaders can make certain exceptions and one exception example would be to allow club members who live at the destination to participate on the weekend trip's day rides. A suggestion was made and discussed about using Eventbrite to provide different price options for such individual exception circumstances. An example of a different price option in registering for a weekend trip on Eventbrite would be if a weekend trip registrant already separately purchased a ticket for the Harlem Valley ride event and then decided to sign up for our club's Harlem Valley weekend trip. In this case the registrant would need to pay for the rest of the weekend trip expenses minus the cost of the Harlem Valley ride event ticket already purchased. It was mentioned that this type of price option should be available for our use on the Eventbrite registration tool.

The planning of a Quick Spin Weekend Trip was announced and will be a trip in NJ with a Cape May, NJ destination. This ride will occur in order to participate at a ride event organized by the Central Jersey Bike Club on Sunday, June 23, 2018.

Allan gave a marketing presentation which included marketing plan ideas and resources. Included the presentation of our products line such as newly designed hats, a unisex jersey and a women's cut jersey, socks, club stickers and leadership patches. Chris DeMeo will look into a

resource he knows about that creates patches. There was a request for better jersey designs from the designs that were done in the past.

The Membership report prompted a question on the number of current members and the need to compare this number to last year's membership number during this time period. This question will be answered with retention statistic details once they are obtained.

With regard to the previously proposed club event for a Ride with GPS usage demonstration to take place at the REI store in Soho, the suggested presenters who are Mike Moses and Jane Erskine are available to conduct this presentation and an inquiry into REI's space availability needs to be done. A suggestion was made for the possibility of inviting a Ride with GPS company representative to come and do their own presentation of how to use their tool. There was a suggestion to request resources of "how to" presentations for their tool. There was a suggestion to have a web page on our website for "how to" use instructions for our Ride with GPS account and/or a member resources page that will include Strava and Ride with GPS accounts. Our club's Ride with GPS account's usage statistics were given as follows: cost of the account is \$250/year; there are currently 35 people using the account.

There was a discussion on the necessary budget for a Ride with GPS event. A \$250 budget was agreed upon in order to buy pizza and soda for the event. There was a motion to approve, the motion was seconded and the vote resulted in unanimous approval.

There was a suggestion to plan a club social event at an outdoor space such as Riverbank State Park, as the club did a couple of years ago. There was a suggestion to schedule a particular day of each month (such as the second Tuesday of each month) for club social events to occur on a regular basis.

The upcoming Bike Expo event was discussed. We will follow same club tabling scheduling plan that was done last year. The schedule time slots will be distributed for sign-up. There was a discussion on the club items that will be handed out at the event.

Maureen Gaffney left the meeting at 8:10pm.

There were ideas suggested and discussed for marketing the club by conducting day-rides for upcoming events to occur in NYC such as the scheduled subway repair shut-down of the L train line. A club day-ride can be done to introduce a bike riding route to Manhattan and promote cycling as an alternate commuting mode to Manhattan from Queens during the L train repair shutdown. There was a discussion on the day-rides that can be planned to occur during the Bike Expo and rides that will lead riders to the Bike Expo event space. This could be a club promotion opportunity for riders of Five Boro Bike Tour to occur that weekend in order to help them arrive at the destination to pick-up their bike tour registration materials at the Bike Expo.

A question was raised on whether the website's membership product can be purchased/renewed for more than one year intervals. Ed will check if this can be done. Ed may be able to create a new website product to include options to renew membership for more than one year.

Bob Moletti proposed to write an article for the website about other online ride planning tools other than the Ride with GPS (which is planned on being presented at the club's upcoming event at the REI store).

The Website report was provided. Questions were asked and answered.

The meeting was adjourned at 8:38pm

<b>Summary of Approvals:</b>	
1.	Revised Meeting Minutes of January 16, 2018 and February 12, 2018
2.	\$250 budget allocation for pizza and soda for the Ride with GPS event

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Meeting Agenda:

1. Review and Approval of the Minutes of January 16, 2018 and February 12, 2018 meetings
2. Reports:
  - Treasurer (2018 5BBC Objective 1: Maintain fiscal responsibility)
    - Approvals for the following:
      1. Creating a Dropbox account and saving bank account records to it for digital archiving;
      2. Van Certification Class (\$25 reimbursement to each participant);
      3. All of our existing accounts are to be automatically renewed and paid each year unless the Board decides to delete a particular account
  - Day Trips (2018 5BBC Objective 2: Rides, Rides, Rides)
    1. Ride Listings
      - How do we encourage more rides when we see gaps in weekends and don't have time to scout something new or use one of our own trips; how do we let people know who owns which rides so they can properly ask to use them.
      - How to incentivize people to lead more rides and list them earlier.
  - Weekend Trips - update on all going on
  - Marketing / Communications
    1. 2018 5BBC Marketing Plan
    2. Club Socials – discussion of next steps and programming
    3. REI Event for Ride With GPS course to be lead by Joan Erskine and Mike Moses
      - should it be a Club Social event on Tues., 4/24, if Mike & Joan are available? Is REI available?
      - who should attend? (general members for basics and ride leaders to learn about plotting rides).
      - approve cost for pizza
    4. Promoting weekend trips at NYCC and other local bike clubs
    5. Bike Expo New York Event

6. Product Line for 5BBC “SWAG”
  - Membership
  - Website
3. Other Business
4. Adjourn