



September 25, 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. Steve Lyon, Co-Treasurer

Council Attendees:

1. Wendy Frank, Communications Co-Coordinator (arrived at 6:40pm)
2. Alfredo Garcia, Communications Co-Coordinator
3. Doug Von Hoppe, Weekend-Trips Coordinator (arrived at 6:50pm)

Having a quorum present, the President called the meeting to order at 6:30pm.

The minutes of the meeting of August 6, 2018 were distributed for review prior to today's meeting. Suggested corrections were read by the Secretary. The President made a motion for a vote to approve the minutes of August 6, 2018, as corrected. The motion was seconded and the vote resulted in unanimous approval.

The Treasurer's report included the credits and debits for August through today's date.

After a discussion, it was decided that there is consensus to allow the club's annual memberships the ability to auto-renew each year in order to avoid the issues related to expired membership for both the Board and the club's members. It needs to be investigated as to whether or not the club's website allows for a membership auto-renewal feature. If the club's website does allow it then the club's members should have a membership auto-renewal option. A motion was made to approve a membership auto-renewal feature, the motion was seconded, a vote was cast and the motion was approved unanimously.

The Day Trips Coordinator lead a discussion about ideas to incentivize new leaders to lead rides which they are not doing. Several ideas were suggested including having veteran leaders meet with new leaders to discuss organizing rides together. The Day Rides Coordinator suggested creating a challenge competition among the last three leadership class graduates. The challenge would have each class form a team to compete against one another. Whichever class team leads

the most rides by a certain point in time will receive a prize from our merchandise offerings such as pairs of socks, caps or stickers. More thought and planning is needed to finalize the details of this challenge including the competition's duration. The Day Trips Coordinator suggested \$150 as the cost of the prize incentive that would pay for the reward in the form of the club's merchandise. The Day Trips Coordinator needs to obtain the names and contact information of each graduate from the last three leadership classes.

The Weekend Trips Coordinator arrived at the meeting and reported that the weekend trip in September was a success and three of its participants are new club members. It was the first post-Labor Day weekend trip to occur in a number of years. Another weekend trip to a farm in Connecticut may be put on the calendar for October.

There was discussion on scheduling a weekend trip planning session with weekend trip leaders, to occur at the REI Soho store's community room perhaps, in order to be able to calendar the 2019 weekend trips earlier so that they have better marketing opportunities. A suggestion was made to publish the weekend trip planning session in the e-weekly club news e-mail to members.

With regard to the club's website, there was discussion on the pros and cons of a complete re-design as opposed to a fix of the current features. Allan reported that he contacted the IT expert that was recommended by Wendy and he is awaiting a return call. With regard to the website's current features, there was a discussion on the type of information that would be best publicized on the website's homepage. It was suggested that a list of upcoming rides should have priority placement on the homepage.

With regard to holiday party planning, it was reported that several possible venues were visited or contacted by telephone and we are waiting to receive quotes, available dates and possible soft holds for reservations from these establishments. It was decided that the Board members who are working on contacting possible venues will provide Allan with venue, date and quote proposals within a week from today.

Due to past complaints from members of the high cost of tickets for the holiday party, the Board discussed and decided to allocate up to \$1,000 (or \$10 per person based on a 100 person attendee list) for covering the costs of holiday party tickets. This holiday party ticket discount will be used as an incentive to sell super-early bird priced tickets for the holiday party. A motion was called to approve the funds allocation for this purpose, the motion was seconded and a vote resulted in unanimous approval.

Discussion occurred on a member social event to occur in January. The club already has a sponsor for this event.

The slate of Executive Board officers for year 2019 was presented as follows:

1. David Meltzer as Rides/Day Trips Coordinator
2. Mark Guralnick and Maureen Gaffney as Co-Membership Coordinators
3. Daniel Bach as Secretary

4. Ed Sobin and Chris DeMeo as Co-Leadership Coordinators
5. Steven Lyon and Lon Weisen as Co-Treasurers
6. Vice President is To Be Determined (two persons are being considered)
7. Allan Friedman as President

Steve will search for a venue to hold a Board meeting and nominating committee meeting to occur together for the purpose of obtaining further names of nominees to serve on Board positions. The two date options for this meeting are October 9th or November 13th.

It was reported that the current number of Facebook Likes on the club's Facebook Page is 2,380.

The lapsed members list was received by the Communications Coordinator and it was discussed and decided that the President will create a form letter that can be e-mailed to the lapsed members. It was suggested that this letter should be e-mailed each month to that month's lapsed members list and the e-mail of the President's letter can be sent by either the President or by the Membership Coordinator.

It was announced that ABC News will be having a bicycle news program discussing hill climbing. In this program, club members Steve Vaccaro and Brad Taylor will compete bicycling up a hill and it will be video taped for this news program.

Also in news announcements, The Wall Street Journal has contacted our club to request best bicycle routes. And a couple of bicycle ride fund-raising event groups are requesting our club's assistance for publicizing their events to our membership and for bike ride marshaling and mechanical support. The Communication Coordinators will take-on publicizing these events and assistance requests.

A discussion ensued as to who should receive the 2018 Lifetime Membership Award. Stephen Bauman was nominated as this year's recipient for this award that will be given to him at the holiday party. A motion was raised to approve Stephen Bauman as this year's award recipient, the motion was seconded and a vote produced unanimous approval.

The meeting concluded with a motion to adjourn which was seconded and unanimously approved at 7:40pm.

<b>Summary of Approvals:</b>	
1.	Meeting Minutes of August 6, 2018
2.	Membership auto-renewal option
3.	\$1,000 allocation for covering the partial cost (or \$10 per ticket) of holiday party tickets up to 100 tickets
4.	Stephen Bauman is to be the recipient of the 2018 Lifetime Membership Award

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## **Meeting Agenda**

1. Review and Approval of the Minutes of the meeting of August 6, 2018
2. Reports:
  - Treasurer
    1. Monthly transactional summary
  - Day Trips
  - Weekend Trips
    1. East End trip: 9/1& 9/2/2018. Camping. 5 trippers. Successful, good weather. This was our first weekend trip during Labor Day I'm quite some time. 3 of the trippers joined 5bbc to attend.
    2. Susan Rodetis may be planning a weekend trip for late October, 2018. (Haven't heard from Susan recently.)
    3. We should consider inviting Nathalie & Chris Demeo to post Vermont trip soon for July 2019.
    4. Is there any interest in helping me do a planning session for weekend trips 2019 at REI or another (quiet) venue? If so, let's pick a date.
  - Membership
    1. Membership retention report (please create report for meeting discussion)
    2. Holiday party planning
    3. Automatic renewals of membership.
  - Website
    - Conversation about long term plan?
    - VP's report on merchandize
    - Marketing / Communications
3. Nominating Committee proposed slate
4. Other Business
  1. Upcoming Board Meeting Dates?:
    - a. Is an October Board meeting needed? Currently scheduled for Monday, October 8th which is Columbus Day.
    - b. Monday, November 12th meeting falls on Veteran's Day.
    - c. Monday, December 10th meeting - does this date still work for everyone?
5. Adjourn