



May 14, 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 (joined via telephone)
3. Sarit Levy, Secretary
4. David Meltzer, Day-Trips/Rides Coordinator
5. Maureen Gaffney, Membership Co-Coordinator (joined via telephone)
6. Steve Lyon, Co-Treasurer

Council Attendees:

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

The President acknowledged a quorum for the meeting and the meeting was called to order at 6:40pm. The President requested a vote to approve the minutes of the meeting of April 9, 2018, that were distributed for review prior to today's meeting. A motion for an approval vote was made, it was seconded and the vote approved the minutes unanimously.

The Treasurer gave a report of the bank account balance being \$119,000 as of April 30, 2018. There was a discussion on what dollar amount to place in a Certificate of Deposit (CD) in order to gain interest on some of the account's balance. Available CD options were discussed. It was agreed to deposit and lock in \$75,000 for a 6-month period. A motion to vote was called, it was seconded, and the vote resulted in unanimous approval.

A question was posed as to which membership associations we have renewed this year and to which we have paid membership dues and those organizations are: New York Bicycling Coalition and The League of American Bicyclists. At the beginning of the year, Andrea asked Lon (the Co-Treasurer) to renew all memberships from last year. Steve will look into what has been done.

With regard to club events, a Bike Repair event is scheduled to take place this Wednesday, May 16th and will be held at Tread Bikes in the Inwood neighborhood of upper Manhattan. This event is being organized by Allan & Chris.

The Day-Trips report was given including status of weekly ride listings. Questions were asked and answered.

The Leadership class weekend trip is taking place this coming weekend. There was a suggestion made that all leaders who pass the class should do so with a probationary period and that this practice was agreed to last year. Ed Sobin should be consulted on this topic. David previously requested that Ed provide him with leadership class graduates' lists from the last three leadership classes in order for David to follow up with the new leaders to lead rides. In the recent past, we have had a practice of buddying up new graduate leaders with veteran leaders in order to mentor the new graduate leaders on leading rides. There are currently two types of leadership graduates: those who graduate as full leaders and can lead rides and those who graduate as probationary co-leaders with the necessity for them to co-lead three rides before a decision will be made on their full leadership status. As with current practice, each new leader from this year's graduating class needs to be assigned a mentor leader. There was a suggestion made to add the requirement for all new leaders to list a ride upon their graduation as a pre-condition for graduation.

With regard to the organizing of the upcoming Ride with GPS event, Steve suggested using his office space for the presentation and mentioned that his office has an auditorium that can be used for this purpose and that will allow the ability to project the presentation on a screen. There was a suggestion to publicize this event as a free event on Eventbrite.

As a follow-up to a Weekend-Trip discussion that occurred via email to Council members since the last meeting, an issue on a certain weekend trip not receiving Treasury and Weekend-Trip Coordinator approval with regard to the trip's budget has now been resolved. So the budgetary issues for this trip are resolved, however, there is still a question on allowing the trip leader to include "car-pooling" in the trip's description. There was a discussion on this topic and the consensus is that car-pooling is not a covered mode of transportation by the club's insurance. There is a concern on liability to the club if car-pooling is allowed to be believed that it is part of the club's weekend trip. There was a consensus that "car-pooling" needs to be removed from a ride's description so that it is not advertised as being part of the weekend trip. If some weekend trip participants want to arrange a car-pooling ride to the trip's destination then they can arrange for it among themselves. An acceptable description for the weekend trip is that drivers need to contact the trip leaders to coordinate their own travel logistics and arrival at the trip's destination.

There was a discussion on whether or not having weekend trips is taking away active leaders who would otherwise be listing day rides on those weekends. This is an issue due to the minimum number of active leaders who currently lead day rides. The consensus among the Board and Council members is that there is no significant conflict between weekend trips and day rides and there is no current interest in limiting the number of weekend trips that are being organized by ride leaders.

There was a discussion on the current weekend trip leader incentive program and whether or not a seven-day trip should allow the leader to obtain one ride credit for each day of the seven-day trip, as per our current one credit per day-ride policy. There was a consensus to keep the one credit per day-ride policy on all multi-day including those trips that are longer than the typical weekend trip.

The Bear Mountain-Harriman State Park weekend trip has reached its maximum participation and its registration is now closed.

The Membership report included a request for an updated non-renewing members' list in order to have an updated list of non-renewing members to call. A few of the Board and Council members have been contacting non-renewing members during the last month in order to gage their reasons for not renewing their club memberships or to remind them that their memberships have lapsed and need to be renewed. A suggestion was made to send an email to all non-renewing members. There was a consensus to continue the practice of calling each non-renewing member individually in order to get information on the reasons for their non-renewal so that the Board can be informed about their reasons for not renewing.

With regard to a suggestion made about wanting to be able to auto-renew memberships on our website, the Board needs to consult with Ed Sobin if this feature is available to implement on the club's website.

The Marketing & Communications team reported that the Bike Expo was a good event. The supplies that were purchased to display the club's marketing materials were useful (a \$520 budget for office-type supplies and vehicle rental and expenses, whose total costs were estimated to be between \$250 to \$300, was approved via email on May 10, 2018). There was a discussion on a plan to distribute the club's cards to other bike clubs.

A discussion ensued on the club's inventory of supplies, such as marketing materials, bicycle gear such as standing pumps and bungee cords. Questions were raised and there is a need to determine which club members (who were former Board members) have items in their possession and what types of items they have. There is a list that exists and was created by former club President Bill Mastro. David will find this list so that the Board can review it in order to update it and decide if retrievals are needed from some of our less active former Board members and a determination made as to who should replace those persons as holders of the club's equipment items. This list, once updated should be placed in the club's Dropbox folder for future reference. Once this list of equipment is updated, we will know exactly what equipment the club possesses, review their usefulness and determine if any equipment needs to be replaced or if additional equipment needs to be purchased.

A product-line update was provided and a discussion occurred on costs, current orders, minimum orders needed and logistics and timing of deliveries of purchases. Steve will update website with the information that we are waiting for a minimum order for the club jerseys. This is to inform advance jersey purchasers that we are still waiting on a minimum order to occur before their jerseys will be delivered to them and if they decide that they do not want to wait, they can request a refund for the jersey purchase they have made (but not yet received). Minimum quantities for jerseys are 10 to 15; Women's jersey minimum is 25. Suggestion was made to order hats in advance to give to ride leaders to sell on rides. A decision was made that hats that we already have in stock should be given to a handful of ride leaders to sell with the need to keep track of the inventory given to those particular leaders.

Wendy left the meeting at 8:09pm.

The proposed partnership program marketing models have been tabled for discussion at a future meeting.

There was a discussion on interest and possibilities of partnering/volunteering with Columbia University's Velocity Bike Ride and the various NYC Dept of Transportation clean-up rides.

A suggestion was made that when communicating to the Board Google Group distribution list, if there is a desire by one distribution list recipient to include a non-Board member email recipient, this desire should first be communicated to the other Board Google Group recipients before adding a third person to a Board only conversation without the prior approval of others on the Board.

Transportation Alternatives ("TA") - Allan introduced his conversation with TA CEO about bringing back some borough rides. Wants to get to know TA a little better and potentially doing borough rides with them where we can help them where they need help. David raised that TA would have to add us as an additional insured if we are to co-organize or lead an event with TA. Allan suggests finding a way to partner with TA to explore opportunities. A suggestion was made to survey our members on their volunteer activities and ask them if they would be interested to volunteer for a TA & 5BBC co-partnership. Allan to find out more information. Andrea suggests that Allan and Andrea can meet with TA to get more information before making a decision. A suggestion was made that the club can provide recognition on our website of our members who volunteer for different rides that occur throughout the five boroughs.

A motion was made to adjourn the meeting, the motion was seconded and unanimously approved.

The meeting was adjourned at 8:40pm.

Summary of Approvals:	
1.	Meeting Minutes of April 9, 2018
2.	Deposit \$75,000 in a 6-month Certificate of Deposit

Meeting Agenda:

1. Review and Approval of the Minutes of the meeting of April 9, 2018
2. Reports:
 - Treasurer
 1. Discuss moving money into CD's -How long a term? How much money?

- Day Trips
 1. Discussion on our club's and insurance carrier's e-bike policies (to table for another time?)
 2. Was the recent rider who had an accident on a 4/14/18 ride a member of the club and was the insurance policy inquiry/incident reporting issue resolved?
- Weekend Trips
 1. Bike, Boat, Wine, & Dine Weekend Trip - Not approved by Treasurer cause question to trip leader on plan if the trip went over budget was not answered. Trip was published on EventBrite without Treasurer/Board approval. And we need some type of waiver to protect the club should any incidents occur while driving to/from a ride since car-pooling is not covered by our insurance policy. Car-pooling shouldn't be in the ride description.
 2. Have discussion on re-evaluating value of having Weekend trips because club's active leaders organizing and going on weekend trips minimizes the available leaders for day trips. Should we limit the number of weekend trips (per month)? Should it be more of a priority to organize day trips in order to retain members?
 3. Allan's request to clarify and decide how many ride credits we give per leader on weekend trips
- Membership
 1. Status of contacting inactive members - decide if to send an email using the mailchimp email tool
- Website
- Marketing / Communications
 1. Update on Club Socials
 - Agree on a Social schedule for remainder of year with volunteers willing to focus on organizing each one
 - Discuss Membership Forum versus Picnic versus Social, etc. and lay a plan out through December
 2. Update on REI Event for Ride with GPS - other suggestions included using garden area of Roni Sue Chocolates to project RvGPS presentation against the wall in the garden.
 3. Bike Expo New York Event – summary of marketing highlights
 4. Update on Product Line for 5BBC and placing products on our website for pre-orders
 5. Update on Sponsorship partners (Gold, Silver, Bronze Sponsorship program) - Board vote for moving this marketing plan forward?
 6. Formalize Board approval of \$1,500 discretionary budget approved via email (with 6 yes and 1 no votes finalized on May 1, 2018) for marketing materials purchased for and used at Bike Expo and future events with caveat that Board will be kept informed as to details of each expenditure (list of items to purchase for the Bike Expo were provided by email on May 2, 2018)
 7. Discuss Interest and Plan for Velocity Ride on October 7, 2018 for Columbia Medical Center Cancer Research
 8. Allan's request to secure a DOT spot in each borough and lead a series of "5BBC Friends of the Environment" rides to clean up areas.
 9. When is it appropriate to forward council communications to a broader group and how should that be done

- realize that since they are not on the list, anyone added cannot reply to all
- 10. Transportation Alternatives Partnership
- 11. Updating the Leaders Incentive Program
- 12. Developing a Volunteer Recognition Program
- 13. For June meeting: Holiday Party planning - organizing a team to make it happen and report progress to board monthly
- 3. Other Business
- 4. Adjourn