



BCC Board of Directors Meeting Minutes
Feb 23rd, 2009 7:00pm
REI Wasatch Room
Mar 9th, 2009 7:00pm
Debra Kimbrough's home

Attendees:

Mary Margaret Williams – President
Rob Yushak – Vice President
Elizabeth Carter -- Treasurer
Dana Morgan -- Secretary
Don Williams – Road Captain
Debra Kimbrough – Membership
Barbara Appelbaum – Web Master
Jay Kirsch – Newsletter
Brent Jones -- Member-at-large
Doug Jensen – Member-at-large
Robert Turner – Member-at-large
Rob Paull -- Member-at-large

Absent: none

Others in attendance:

Penny Perkins, Rob Perkins, Lynda Forbush, John Schwed, Steve Higgins, Bill Kahn, Elton Reid, Dan Fazzeli?

Review Minutes and Approve: Minutes from the Jan 5th Board meeting were not available prior to this months meeting. Board motioned and approved that the minutes be distributed and approved via email when available. Board would like to receive the minutes in a timely manner following the meeting.

President's Report: The president is happy to report that the club's name has officially been changed to Bonneville Cycling Club. We will need to change the name on the insurance policy to coincide with new club name. BCC has presented the donation check from LRRH to Huntsman Cancer research. We received good publicity and the event was broadcast on a local radio station. BCC also presented the pledge donation letter to Utah Bicycle Coalition (UBC). That letter along with commitment of other funds raised for the Share the Road license plate program were presented to the legislature. The motion is expected to pass the Senate approval shortly. The jerseys for the top BCC participation riders have arrived. They will be available for pickup at the March 12th bike maintenance class to be held at REI Salt Lake Store. BCC has been contacted by several charities who are interested in partnering with us to host the ULCER this year. The board will discuss the charity partnership options in detail at next month's meeting. BCC will have dual PO Box addresses for a couple of months to smooth the transition from one to another. BCC is still looking for a new storage unit, hopefully find something that will cost less than \$225/month.

Vice President's Report: The month of May is Utah Bike Month with lots of activities and rides planned. BCC will be very visible and will host some the events and rides during the month and will also participate in Utah Bike week activities. BCC will advertise and conduct beginning bike skills classes/rides during the month of May. We need volunteers to lead a few mountain bike rides during the month as well. A letter to all UTA Bus drivers has been distributed to make them aware of bicyclists three feet rule. Roxanne Fillerup has volunteered to attend SLBAC and UBC meetings as needed.

Treasurer's Itemized Report : A Profit and Loss statement for Jan 1 thru Feb 23, 2009 was distributed to the board as was a Balance Sheet as of February 23rd, 2009. The P&L listed \$990 income from membership dues, \$40,843 income from LRRH, and interest income of \$78 for a total of \$41,911 Total Income. Cost of Goods offsetting income included \$6,124 for Jerseys, \$1000 food, \$980 Park Fees, and \$5,185 Misc for a Gross Profit of \$28,623 from ordinary income. However, there were around \$2,300 of operating expenses to result in \$26,000 of Net Ordinary Income to-date. The Balance Sheet as of

February 23, 2009 listed BCC total liabilities and assets at \$94,073. The club phone costs will be budgeted and expensed to the LRRH event and then moved to the ULCER budget. New signature cards showing the new name on the BCC accounts need to be signed by the appropriate board members. The two signature requirement to release money from the account makes it difficult to pay operating expenses in a timely manner. The ideal situation would be to provision a method to pay monthly bills online. A motion was made to differ discussion of options until a later date.

Road Caption Report: February "ride stimulus" plan of two days prior posting on the ride calendar and notice via club email list will be ending shortly. A new plan of one week notice for rides during the month of March returning to the regular two week notice in April was presented. This means that April rides need to be scheduled on the club ride calendar by March 15th and will also appear in the April Newsletter. The Club Cycling Committee (also known as the CCC) will meet shortly to organize and firm up ride leadership for the major rides. BCC has been communicating with the Utah MS 150 ride organizers. Subsequently, ride marshals for this year's MS 150 will only need to attend a 2-hour training session. However, all ride marshals will need to be able to ride 75 miles and be able to change a tire. About 25 ride marshals will need needed this year. If interested please contact Don Williams to find out more.

Membership Report: For January 2009, we had 4 renewals of 12 memberships that were up for renewal, 8 new members joined in January. For February so far, there have been 6 renew of the 36 memberships up for renewal, however 11 new members have joined so far. The current member count stands at 406 members.

Web Master Report: We do not believe the membership database has been compromised, however, there has been a request to change the passwords. Barbara has had requests to create a bike route repository that can be accessed via the website. However, the board motioned to discuss the request in more details later due a need to discuss how the repository would be organized, searched and maintained. Barbara is in the process of creating a Master Document concerning the website organization and maintenance that she plans to give to the Treasurer. The document specifies details about process to maintain domain names, licenses, etc. There is a bug with the shopping cart that has affected some of the new members who have registered lately. We've requested a patch.

Secretary Report: A copy of the Dec 17th minutes as approved need to be sent to the webmaster for general publication on the website.

Newsletter: The March edition layout is complete and will be posted online March 4th. The printed version should be in mailboxes on March 6th. Jay is looking for suggestions to simplify the method for importing the ride calendar into the newsletter. As more rides become scheduled during ride season, the process needs to be simplified or automated.

Members at Large Reports: Doug introduced Penny Perkins, the event organizer for Little Red Riding Hood 2009 who then gave a detailed status report.

LRRH Status:

Registration:

670 riders registered so far. Ride capped at 2600, largest women's ride in the US.

Luau Tickets Sold: 237 projected sales: limit of 1,000 with 200 free dinner tickets to volunteers.

Advertising:

Cycling Utah – one ad in March, 1/3 page color is \$584. No ads in April or May editions.

Flyer and Poster distribution by Cycling Utah, Zone One \$127, Zone Two \$240

Cycling Utah Tour Guide – distribution in Idaho, Colorado, New Mexico and Wyoming -- \$240

Wasatch Women Magazine – as a sponsor they are providing the following free advertising
2/3 page ads in both Mar/April and May/June issues

Online 500 word article with links to LRRH website and logo

Jersey and Skirt giveaway promotion to be listed in the front of the magazine

Safety:

LRRH registration requires passing online bicycle safety test. Recruiting 15 women for ride marshal duties. They will wear a bright-colored bib, attend 1.5 hour training and receive free registration, need riders of all abilities.

Charity:

\$5.00 of every rider registration fee will be donated to women's cancer research. Bingham has donated a Specialized Ruby for the raffle. May also raffle a Terry bike. Each rider receives one

free tickets but can purchase more. Most of the bike expo fees will be donated to charity as well as silent auction and special activity proceeds from Pearl Dive and massages.

Sponsors:

Terry Precision Cycling, Bingham Cyclery, Wasatch Woman Magazine, Utah Ares, Ibis Coffee, Possible: Law Firm (red bags for each rider), Luna Bar, Pearl Izumi

Old Business:

New PO Box address: Bonneville Cycling Club PO Box 9241 Salt Lake City, UT 84109-0241

Decision on Membership Benefits proposed by Levinson: The board vote all in favor of adding a link to DentalSelect website from BCC's website. The board did not approve the motion to purchase and provide discounted bike identification kits for the National Bike registry. However, BCC may still provide a link the registry's website so members can learn more.

Reinstatement of 13th board position: It was noted that the board currently only has 12 active positions, yet the articles of incorporation specify 13 positions on the board. The board will discuss possible duties of a re-activated 13th position at a later date.

Moab Spring Rendezvous and White Rim Tour: John Schwed announced that this year's White Rim tour is schedule for Labor Day weekend. He will post the ride and open it up for registration April 1st. The ride normally fills up within the first 15 days of registration. The White Rim Tour, in its twelfth year of operation, and has brought about \$3500 to BCC total. Last year was the first year for the Moab Spring Rendezvous. This event is unique in that it offers both road ride and mountain bike events. Last year there were 11 participants, however 20 were needed to break even. This event also has the possibility of growing and generating revenue as it becomes more popular. The campground for the event can expand to hold 90 people and requires early reservation to get the best dates. There is a 50% cancellation fee if the event gets canceled due to low participation. The club approved money to reserve the campground for this year. However, the board expressed concern that the event be an event attend by mostly club members and not be an event just for out-of-state or non-member riders.

New Business:

RACE Team Info; Club Benefits; Other: The race team met Feb 19th to tally anticipated race participation of its members. There are currently 23 race members who plan to participate in at least 3 races. However, the race team hopes to grow the team to 30 members this year. At the meeting the team also discussed an opportunity to have Nate Thomas assist the team by providing a three-tiered team coaching plan. The plan would consist of team testing, structured training to optimize peak performance prior to a race, and race-specific skills and emulation rides. Nate's coaching services, i.e testing, structured training plans, and race-specific skills rides. All services will be available to all BCC members, not just race team members. As part of his services, Nate would also answer questions via "Ask Nate" website that would be linked to from BCC Racing site and would conduct clinics open to all BCC members throughout the year. In exchange for his services, BCC would pay \$2000 and put his logo on event T-shirts and include his brochure in event registration packets. He would also be allowed to bring his trailer and advertise his services at races and club events. It was noted that \$2000 would not include individual test, that each member would need to pay \$75 out-of-pocket to get the VO2 max testing required to design a structured peak-performance training plan.

A detailed accounting of race team participation reimbursements from the 2008 race season was also presented. It was noted that BCC authorized \$4,000 towards race fee reimbursement, of which \$2,245 was spent at an average of \$29/race. He also presented the anticipated race participation of the 2009 team. The preliminary estimate of 23 members participating in an average of 6 races/racer equates to 180 races to be reimbursed. If BCC authorizes race reimbursement for the 2009 race season and also matches last year's reimbursement average of \$30/race, they will require a \$5,400 commitment from BCC funds. A discussion concerning race reimbursement followed the presentation. A few board members noted that they have knowledge of no other race team that reimburses Cat 3,4, or 5 racers. Normally only the Cat 1 and sometimes Cat 2 races are reimbursed. The board also noted last year, the board authorized the reimbursement support of the team as seed money only, to start the team with the expectation that the team would become self funding by obtaining sponsorship and hosting a USAC sanctioned race event of their own. It was also noted that the race calendar is already very full with only one week that does not already have a race schedule and that was the 4th of July week. A motion was made to vote on allocating \$2,000 dollars to purchase coaching services to the team for this year only

provided services were also made available to the general membership. The motion passed with two opposing votes from Dana Morgan and Robert Turner. A motion was made and approved to delay voting on \$5400 for race reimbursement until a later date.

Shopping Cart: It was briefly mentioned that there is a current Y2K09 bug and the shopping cart needs to be fixed to work properly for 2009. A motion was made to defer a detailed discussion of shopping carts options to a later date.

Bike Swap and Promotion Information: BCC will have a presence at the 2009 Bike Swap. However, time constraints prevented further discussion of this agenda item.

Meeting Minutes from March 9th continuation of February 23rd's meeting:

Reimbursement for Ride Marking: The BCC policy this year is to have every ride marked or a cue-sheet provided. The board discussed a request from some of this years ride leaders to get reimbursed for time and materials to mark the routes. However, no limitations or set cost could be determined and it would be difficult to budget this kind of request. Therefore, the board agreed to supply paint and to monitor how many miles would be marked this year to assist in perhaps budgeting for reimbursement next year. Members are reminded that they can deduct their own expenses if they itemize deductions on their federal taxes.

Mileage Award Proposal: The purpose of the "top-mileage" awards is to make it fun. It is not so much fun if the same people win the award over and over. A motion was made and seconded to make each year's recipient of the first place high mileage awards ineligible to receive a high mileage award for 3 years after receiving it. All voted in favor of the motion.

ULCER Chair: As of this meeting, BCC does not have an ULCER chair. However, Delvon Bouerhuis read a letter to the board from members of BCC racing. The letter expressed an interest to open dialog with the BCC board and general membership concerning adding a UBC sanctioned race or time-trial event to coincide with the BCC ULCER century-ride. The race team will continue to volunteer with some of the event logistics, but would like to explore the race event option for the future.

Calendar Review: not discussed due to time constraints.

Next Meeting: Monday March 9th, 7:00pm at Debra Kimbrough's hose. She will send out directions to her home to board members and race team leadership.

Meeting Adjourned: 9:00pm

March 9th Agenda Items:

Budget Update – We are still working on completing the final budget, however we are getting close. We are also trying to figure out the best way to monitor income and revenue the budget target verses actual throughout the year. We have received and event budget for LRRH and we anticipate a profit of 43,700 to the club, net projection.

We are requesting a financial report from the clothing committee as well. The storage unit currently has 115 Men's and 16 women's ULCER jersey and some performance Ts as well. There are also have lots of LRRH jerseys that have not be inventoried yet. We want to find a way to better manage clothing expenses.

Last year's banquet costs included \$800 for flowers and \$6500 on venue, caterer, and bartenders. We plan to trim down those expenses for this years banquet. The summer picnic only had 30 people attend but the club spent \$800. All of the other expenses were pretty much in line with expectations. Last year we spent \$2600 on Cycling Utah advertising, however this year event advertising will be budgeted within the event costs.

Online store – There is a fee no matter which way you go – either using our own shopping cart and merchant account or using a service such as Acitve.com. The fee is about \$3200 per year.

ULCER Committee – we are asking for people to be on the committee, but we still do not have a chair. The date for 2009 ULCER is August 8th.

The Bike Skills rides begin in AprilNext Given to ride leaders to sell for \$10.00.