



**BCC Board of Directors Meeting Minutes
Mar 23rd, 2009 7:00pm
REI Wasatch Room**

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
Rob Paull -- Member-at-large

Absent: Robert Turner – Member-at-large

Others in attendance:

Review Minutes and Approve: Minutes from Feb23rd meeting had been distributed and commented on by board members prior to the meeting. The minutes from the March 9th continuation board meeting will be appended and the minutes redistributed.

President's Report:

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/revenue for budget target verses actual throughout the year. We have received an 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 jerseys and some performance Ts as well. There are also lots of LRRH jerseys that have not been inventoried yet. We want to find a way to better manage clothing expenses. We are considering giving some of last year's ULCER jerseys to ride leaders to sell for \$10.00 each before or after their rides. Last year's banquet costs included \$800 for flowers, and \$6500 on venue, caterer, and bar-tenders. We plan to trim down those expenses for this year's 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. There is a fee to provide an online store no matter which way you go – either using our own shopping cart and merchant account or using a service such as Active.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.

Vice President's Report: We had over 100 attendees at the bike maintenance class last week. The next class is scheduled for Thursday April 9th. We need a BCC representative to partner with REI to introduce the club and promote the build series. Saturday April 25th is the Bike Bonanza from 10:00 to 1:00. We need someone to man the booth and present a Bike Safety talk from BCC. We are also looking for volunteers to help Sandy police hand out free helmets and help with the bike rodeo. May 2nd is a bike summit at Leonardo Center, 9:00 – 1:00. There are no BCC commitments, but we could be involved in the future. Governor will be signing the share the road bill shortly, perhaps this week. UBC and Neiderhouser have asked for media coverage. UBC is doing a big check blowup for check presentation. Plates could be in DMV's by end of September. BCC check needs to be sent to the tax commission. Rob would like to issue a Commuter Challenge from April 1 to Oct 31. He is open to ideas and suggestions for awards such as: "most commutes", "most mileages in commute", etc. Prizes will be panniers, headlights – things to make commuting more safe. May 20th—Will BCC be hosting the Ride of

Silence? We need to see if Raleigh wants to lead again. It is a 10 mile ride and we are investigating the possibility of police support.

Treasurer's Itemized Report : A detailed Profit and Loss for month of March was not prepared due to working on the budget. However, the PO Box contained another stack of LRRH mail-in registrations and a big check from Active.com for online registrations. We are working on a detailed analysis of Credit Card fees, so far most fees look reasonable but we do have a few questions on some.

Road Captain Report: Cost-effective BCC promotion material appropriate for drop-off at bike shops was discussed. A mini-schedule of the build-series ride was printed on yellow paper and distributed at a Tour De Cure meeting; this type of ride promotion has been very effective in the past. The question is about how much we want to spend. We could print 2000 postcards at .37 each for around \$700, at .43 each the total becomes \$900. Colored Postcards have their place for distribution at events and are designed to fit in a jersey pocket, however are they the right promotion for 8-10 bike shops during 7 months of the year? We need to ensure the awards and effective promotional items are adequately budgeted this year. The first meeting of the CCC was held and we passed out beautiful and elegant ride leader packets. Laminated "Revised" Ride Leader Guidelines were also distributed. We have been getting a few questions about ride markings: Why do we mark the roads? It's illegal – why don't we just all ride together? Etc. Because we have such a varied mix of participants, we would need 6 leaders for each ride and ride markings help ensure no one gets lost. We are also thinking of adding a "Fixie Ride" component to the TGIF ride. The table to text conversion of the online ride schedule is much smoother from the new format, However, we need to get down to one-line descriptions to make it fit on a legal page.

Membership Report: A copy of the current membership list was distributed to the board prior to the meeting. We have 16 new members for March, and 24 renewed members from last year, in addition to 7 members who did not renew last year but were members in years prior. We still have 84 pending renewals and we sent out renewal reminders. Our total membership stands at 450 members, up 37 from last month. There have been a few incidents with online membership registration and renewal: a few people report being charged twice and are awaiting a refund, others have been refunded twice. Some people have ordered club clothing online and are waiting for delivery of their purchases. There are also four members on the racing team that had not renewed. If they are not members, do we give them an audience at board meetings? Or can they sit on the leadership of the race team?

Web Master Report: Xmission computers were hacked and they had to rollback to a previous version of there software. This rollback messed up permissions on our shopping cart. The Utah Areis site was also hacked, so we don't think the BCC site was targeted. It appears that event planners have expressed some frustrations with limitations with Active.com that we don't have with our own shopping cart. There is a new version of the shopping cart software that has increased reporting capabilities that we can build on to enhance reports. The fee is \$199 to upgrade, \$20 annually for paid support for ongoing bugs. LRRH will stay on Active. ULCER can move to new shopping cart. Most of the shopping cart fees are going to Novus, however there is a questionable ipayment cancellation fee. ULCER jerseys, charms for LRRH can be purchased using our online shopping cart. The board approved money to upgrade the shopping cart.

Secretary Report: The approved Dec 17th meeting minutes have been sent to Webmaster for publication. January 5th minutes have been approved and will be sent. Feb 23rd meeting minutes have been distributed and commented on but need to add the minutes from the March 9th continuation meeting.

BCC Charity Team -- A proposal to formally organize and support a BCC "charity" team for at least three of the national charity rides (Lance Armstrong Foundation's Skinny Tire Festival, National Diabetes Tour De Cure, and Utah Chapter of the National Multiple Sclerosis MS 150) was discussed. If BCC is going to recruit members and offer build series rides to registrants of the major rides, doesn't it make sense to also offer an organized BCC team presence for the registrants who have trained with BCC so they don't have to ride the ride alone? A comment was made that BCC members (and riders who trained with BCC) would informally organize teams for the major charity rides anyway. The charity rides require fundraising to support the national charity as part of ride participation. The fundraising requirements range from \$150 to \$250 dollars minimum. It was proposed to support a formal BCC charity team in the form of ride subsidies similar to BCC support of the BCC racing team last year or support to organize external and social fundraising activities such as raffles, garage sales, bake sales, bar-b-Q's, cocktail parties, square-dances, etc. Proceeds from the BCC Charity team fundraising events would be used towards the individual and team fundraising goals. It was noted that although BCC subsidized the racing entrance fees last year, BCC is not supporting them in that manner this year so why would BCC similarly subsidize a charity team this year. BCC would essentially be paying so someone could ride a national ride similar

to funding a member's vacation in Southern Utah on the Southern Utah parks tour. It was also noted that sometimes members of BCC "poach" some of the major organized rides – meaning they don't pay the registration fee yet show up and ride the ride route on the day of ride anyway. They don't use any of the organized ride support such as porta-potties, food and water stops, but they participate in the social aspect of the organized ride. It was suggested that this practice was not "good-form" for a large bike club. Many of the board members stated they thought this practice was just a rumor and they did not know of any BCC members who actually poached any of the major "charity" rides – but they did confirm that some BCC members will not pay to register for some of the "private" rides (proceeds don't necessarily go to charity) and it is just coincidence that BCC members have a ride scheduled on the same day along the same route. The board voted and the motion to organize a BCC charity team was not approved.

Newsletter: Submissions for the April Newsletter were due March 15th. The April Newsletter will be available online March 20th and mailed out shortly after. We need a copy of the Newsletter printing invoices in order to shop around for a better price. After the budget is complete, we will decide on how many of the Postcards to print up.

Members at Large Reports:

Rob Paull – He had nothing to report for ULCER but handed the president a letter of resignation from the board due to a cross-country bike tour that will cause him to miss both June and July board meeting. His resignation was rejected.

Other Items as Time Permits:

Ride Marshalls -- BCC is providing ride marshals and training for the MS 150 this year. Anyone interested should contact the Ride Captain. Bad Ass is ride marshalling the SL Marathon ride, and Tour De Park City is also looking for experienced ride marshals.

LCI Certification – We would like to see how many of our members interested in becoming a license certified instructor. If we have enough interest, perhaps we should pursue a deal with the bicycle collective to get a group rate.

Board Member Membership Fees - A motion was made to discuss waiving membership fees for board members. Discussion of the motion was deferred to the next meeting.

UCLER T-Shirt designs – A motion was made to discuss organizing a contest among BCC membership to design this year's ULCER Jersey. Discussion is deferred.