



## BCC Board of Directors Meeting Minutes July 13, 2009

### **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

**Absent:** Rob Paull -- Member-at-large

### **Minutes Approved**

Minutes from June 3<sup>rd</sup> meeting approved per Rob's modifications. Dana will send approved copy to Barbara.

### **General Membership Meeting held July 8<sup>th</sup>, 2009**

About 20 people attended the general meeting held at Draper Park with a good mix of both new and old members.

### **Newsletter: Seasonal/online/schedules monthly or biweekly**

Options for publishing and distributing the newsletter were discussed at the general meeting. Many members were in favor of exclusively publishing the newsletter online (unless someone absolutely needed a hardcopy version). Some members suggested publishing a seasonal newsletter complemented by a monthly ride calendar.

### **Mailing List Discussion**

The board discussed various email mailing list options that could help get information to members yet prevent misuse of the mailing lists. Robert suggested that perhaps we need a list that gets sent to all members but only board members could send to the list. Don noted that we are currently trying to move from two separate mailing lists: (ride\_calendar and info) to a single list: [mailinglist@bccutah.org](mailto:mailinglist@bccutah.org). We only have about 100 email addresses included in that list. It needs to be brought current with the membership list. The board also agreed that only current members should be able to subscribe to email list. Rob suggested that when a user initiates a subscription request, it be sent to a moderator and validated against the current membership list. We should promote mailing list subscription along with membership benefits to be able to get the latest ride information. New membership would include automatic subscription to the email list. However, all emails posted to the list would provide information about how to "unsubscribe" from the list at the bottom of the email.

### **Membership Information Database**

Currently, the membership application captures many attributes about each member, including things such as T-Shirt size, etc. Debra is spending in excess of 30 hours per month maintaining the membership database. The board recognized that although this information could be useful, most of the information currently is not used for any purpose. Don motioned to delay entering of all membership application data

and instead limit the information that is entered into the database to only the following: member name, address, phone#, email and newsletter delivery option. Robert seconded the motion and the board approved. This process change will save data-entry time. However, we can save the hard-copy information on the application for possible entry of the remaining data later. Another option is to change the online application to reflect this policy change.

**Membership report.** During the past month, 28 new members joined. We also had 57 renewals, with 47 renewals expected in July. We now have 397 members, up from a 378 last month. So far for 2009, we have 105 new members. There have been 183 non-renewals. See the membership report for details.

**Touring report.** Don is working to reduce the ride schedule to an 11 x 17 inch insert. He reported that it takes about eight hours to get the schedule ready and two more to reduce it to one 11 x 17 sheet. He plans to implement the new format ASAP, so we can get something into local bike shops soon before the ride season is over.

Don also reported that the club has ridden a little over 80,000 miles to date. The target this year is 130,000 miles. Last year we had only 125,000 club miles, down from 180,000 the prior year. Someone wondered whether total club miles included miles ridden by non-members. Robert reported that he knew of at least a few cases where former members' mileage is still being tracked. The board agreed that non-members (including former members) should not have their mileage tracked. The Membership director will be responsible for keeping the database up to date and current. The mileage statistician will only record mileage for members in good standing.

The question arose whether to allow Devin Browning to change the start time on his super series ride this Saturday, 7/18, from 9 a.m. to 8 a.m. He requested the change because he expects it to be very hot that day. The board decided it is too late to allow a time change since the ride schedule has already been published with the 9 a.m. start time.

Don also reported some feedback from the MS 150 organizers about the ride marshals the BCC provided. The organizers had high praise. They said our ride marshals really "kicked ass," and that this year's event was one of the safest they have ever had.

**Treasurer's report. LRRH:** The Little Red financial results are close to final. We will make about a \$13000-\$14000 donation. Gross revenue was about \$195,000; expenses about \$120,000. See the financial statements for details. We will net about \$40,000 after expenses and donations. **ULCER:** We have received about \$12,000 revenue so far for ULCER.

In Elizabeth's opinion, the club is in good shape: we have about \$125,000 in the bank. Sidenote: Elizabeth's baby is due September 3<sup>rd</sup>.

The board discussed the mileage rate to use for reimbursing volunteers who help with rides and other club business. We decided on \$.35 per mile.

The board also discussed whether to purchase a wireless terminal to process credit cards. Elizabeth had information on one costing \$959. Rob said he has access to card readers and 3G network cards to use with a laptop, which would also allow us to process credit cards. After some discussion, the board decided to have Elizabeth and Rob resolve the issue, including deciding what equipment to use and to purchase, if necessary.

During the balance of the meeting, there was lots of discussion on several different topics going in several different directions without much point and without reaching any conclusions. Subjects included the ride calendar, the website, membership database difficulties, etc.