



**Bonneville Cycling Club
Board Meeting – Agenda & Minutes**

January 19, 2020
Location: Jackie's House
Time: 4-6 p.m. Meeting

Agenda:

Timing, minutes	Agenda Item & Presenter	Discussion/Vote	Follow-up (Who, What, When)
1	Jackie McGill, president 1. Call to Order	Welcome	
2	Lori Schoenwald, secretary 1. Roll Call & Approval of Minutes In attendance: Absent: ... Guests: ...	Jackie McGill, Liesa Sandall, Desmond Jensen, Iris Buder Jensen, Roi Agenta, Steve Phippen, Kate Sturgeon, Rikki deMik, Barbara DeBry, Lori Schoenwald Absent: Stacy Walker Guest: Maria Fruin	
15	Barbara DeBry, LRRH ride lead 1. Lottery is open until Sunday Midnight	Lottery closing tonight Previewed jersey & socks for Little Red Little Red Insurance discussed	Check with Penny if BCC is on this year's Little red jerseys Talk to McKay about Insurance for Little Red (They write our Little Red policy)

	<ol style="list-style-type: none"> 2. Preview art on the Jerseys/SOCKS 3. Executive Committee wanted verification on BCC Insurance Coverage...we have been asked if our Volunteers are also covered? 4. Launched our first PR efforts 5. Volunteer Local is UP! 6. Can register right from the Irrh.org website 	<p>We had a spot on KSL Studio 5 to Promote Little Red with Tara McKee and Ashley Howell. Jon Huntsman was there. You can view it here: https://studio5.ksl.com/womens-cycling-sign-up-for-little-red-ride/</p>	
5	<p>Iris Buder Jensen, treasurer</p> <ol style="list-style-type: none"> 1. Update on Financials 2. LRRH Budget 3. BCC Budget 	<p>Financials reviewed Currently working on budget Jackie requested we up the marketing budget Little Red budget looking close to the same as last year, 3k lower income, 3k lower expenses-should have budget next week Banquet is going well</p>	
5	<p>Desmond Jensen, road captain</p> <ol style="list-style-type: none"> 1. Update on scheduling meeting with Ride Leaders 	<p>Meeting didn't go as well as expected but attendance was really good. Not everyone that came offered to lead rides.</p>	
5	<p>Rikki DeMik, director-at-large</p> <ol style="list-style-type: none"> 1. Present pre-season survey 	<p>Copies of survey questions passed out and reviewed. Looked at other club type surveys. Roi recommended that some questions have a "prefer not to say answer" as one of the choices.</p>	<p>Rikki and Roi will review questions and format that will be best to get actionable feedback Maybe have free comments at the end of the survey</p>
5	<p>Lori Schoenwald, secretary</p> <ol style="list-style-type: none"> 1. Advertising on Zwift 	<p>I'm not ready to run with this yet but think it is a good idea. Discussed the IMC open group ride on Zwift and how we could add a BCC open ride on Zwift with a description of our club. This could be a way to bring our club to the attention of local riders who may not be aware of BCC.</p>	<p>Get more information on how we can structure this type of event. Currently I cannot add a meetup with the breakdown, fence, etc. that they have. I may need to contact Zwift support. Desmond suggested to talk to Tom Coffey</p>
80	<p>Roi Agenta, communications director</p> <ol style="list-style-type: none"> 1. Defining the BCC Brand 	<p>Presented a PowerPoint Revising/refining the BCC brand What a brand means and how to go about creating one Opportunities to do things that would engage membership What can we do to expand our mission? To have a higher purpose, more community enrichment</p>	<p>Will send new logo to Penny Send out instructions to add the new logo to our personal club emails Look at break up of rides from last year/weekends vs weekdays</p>

		<p>We'll take some ideas and that will drive our communications plan which will be the website, TV appearances, email campaigns</p> <p>Who are you? What are your values? Define audience Perception/Communication/Brand Purpose/Audience/Values Target date to communicate our intent is April 2, 2020 Education creates engagement/possibly REI as venue</p> <p>Maria-safety Kate-classes on safe riding Steve-Youtube type videos showing safety and the social aspect-open to all levels of fitness Jackie-Focus groups Iris-attract younger population</p>	
5	<p>Jackie McGill, president</p> <ol style="list-style-type: none"> 1. Review board member goals – let's hold until February 		
5	<p>Jackie McGill, president</p> <ol style="list-style-type: none"> 1. Review outstanding action items 2. Set next meeting date 3. Adjourn 		

Next Meeting: Set Date

Outstanding Actions:

Board Member	Actions
Jackie McGill, President	12/15/19 *Send new Logo's to Roi *Register Trademark Logo with the state *List goals for 2020 *Add Polar Bear to calendar *Work with Iris to set up Little Red budget
Liesa Sandall, Vice President	
Desmond Jensen, Road Captain	12/15/19 *Consider Winter exercise and Zwift credit
Lori Schoenwald, Secretary	12/15/19 * Will have minutes out to the board within 1 week. Members will have 48 hours to notify Lori of corrections. After 48 hours, the minutes will be uploaded to the BCC website.
Iris Buder Jensen, Treasurer	12/15/19 *Work with Jackie on the Little Red budget
Roi Agenta, Communications Director	12/15/19 *Will update new members with their board email addresses. *Club goals & mission statement
Steve Phippen, Sponsorship Director	12/15/19 *Ideas for sponsorship
Stacy Walker, Membership Director	12/15/19 *working on survey for non- riding members *Order new business cards with logo
Kate Sturgeon, Director-at-Large (Feedback)	
Rikki DeMik, Director-at-Large (Biannual Survey)	
Barbara DeBry, Little Red Lead	