

Bonneville Cycling Club  
December 15, 2019  
**Board of Directors Meeting Agenda & Minutes**

Item	Business	By	Action
1.	Call to Order & Recognize Guests Welcome by Jackie <i>Jackie will send out agenda prior to each meeting, members need to let her know of agenda items to be added, meetings will be kept to 2 hrs</i>	Jackie McGill, President	<b>Jackie</b> *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
2.	Roll Call & Approval of Minutes <i>In attendance:            Kate Sturgeon, Rexanne Pond, Desmond Jensen, Victor Crookston, Liesa Sandall, Roi Agenta, Lori Schoenwald, Barbra DeBry, Stacy Walker, Steve Phippen, Rikki DeMik, Iris Jensen, Jackie McGill</i>	Liesa, Sandall & Lori Schoenwald, Secretary	<b>Lori-</b> * 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.
3.	Board Member Photos <i>Photos taken by Roi</i>	Roi Agenta, Communications Director	<b>Roi-</b> *Will update new members with their board email addresses. *Club goals & mission statement

4.	Board Transition – Outgoing Members Review Duties 1. Secretary 2. Directors-at-large 3. Webmaster 4. Newsletter	Jackie McGill, President	
	Recommended Action: Discuss Duties reviewed		
5.	2019 Board Member Send Off	Jackie McGill, President	
	Recommended Action: None		
6.	Treasurer’s Report	Iris Buder Jensen, Treasurer	<b>Iris</b> *Work with Jackie on the Little Red budget
	<i>Recommended Action: Receive Financials Financials reviewed. Details are available by contacting Iris.</i>		
7.	Board Transitions - Review Position Responsibilities from By Laws	Jackie McGill, President	<b>Stacy-</b> *working on survey for non-riding members *Order new business cards with logo <b>Steve-</b> *Ideas for sponsorship <b>Desmond-</b> *Consider Winter exercise and Zwift credit
	Recommended action: Discuss <i>All positions and their responsibilities were reviewed.</i>		
8.	2020 Goal Setting	Jackie McGill, President	

	<p>Recommended action: Brainstorm  Jackie-How can we maintain and build our membership? Our numbers help with advocacy. <i>Roi-Communications plan prior to next meeting, will share stats, 70% of membership do less than 15 rides per year. Concern of website ambiguity, such as ABC rides. Set up Goals, Strategies, Objectives, and Tactics. We need brand management with consistency &amp; repetition.</i>  Jackie-We can devote "goals" to the January meeting.</p>		
9.	Adjourn	Jackie McGill, President	
	Recommended Action: Adjourn		

*Additional Discussions:*

Barb DeBry-

- \*The lottery for Little Red will open January 5<sup>th</sup>. The volunteer sign up link will also open at this time.
- \*Trenton returned their \$500 asking that we donate it since we did not ride through their town.
- \*New this year will be a 17 mile option. This will be a better route for younger riders and allow for generational riders to do a route together. A new ride stop will need to be added for this route.
- \*Will be reaching out to leads the first of the year to confirm lead positions.
- \*2020 will be a Safari Theme.

Jackie-

- \*5 rides still required to avoid the Little Red Lottery.
- \*There has been some question about the tokens given out last year. They cannot be given to another rider. Their use can be delayed by one year for those unable to ride in 2020. They can only be used by the person they are given to.
- \*Will send new Logo's to Roi.

\*Will register Trademark Logo with the state.

\*Will list goals for this year. How can we measure our goals? How will we determine if we met the goals?

\*Will add Polar Bear ride to calendar on January 25<sup>th</sup>.

\*All board members are responsible for listening to feedback and bringing this information back to the board. Ride leaders should introduce board members at rides.

Iris-

\*Banquet Jerseys are almost done. Series Jerseys will continue to be ordered through Black Bottoms.

\*Potentially will offer DNA club kits in the future.

Little Red budget will be set up before next meeting by Iris and Jackie. Please submit approximate dollar amounts each position may need for brochures, etc.

Stacy-

\*All new members receive a letter upon joining. It includes offer of help to find rides for your ability, what the ride categories mean, the calendar, social and meet and greet rides great for first rides.

\*Will send out a survey to new members that are not riding. Those that rode 5 rides or less.

\*Will order new business cards with new logo.

\*We are offering so many different rides. Right now social rides out number any other rides on the calendar. This gives new riders the opportunity to come out and meet people. The more socials the better.

Steve-

\*Thoughts for sponsorship and how much are we looking to generate?

Iris-Sponsorship could help cover the banquet which would allow for greater donations/advocacy.

Jackie-The challenge we now have is the only revenue generating activity that we have is Little Red. Membership dues are very minor compared to expenses. Would like to donate more, maybe to MS, Bike Collective in addition to making things better for our members.

Iris \$15 of each member go to LAB fees (except for dual members).

\*Steve-If someone is already in the cycling business and their income is generated from cyclers, they are more likely to donate. What message can I take to these people? Maybe we get involved with a legislator to make our city more bike friendly. More people are buying bikes. Maybe SLC could go from being number 10 in the country to being 7 or 8.

Jackie- You always want to be first in mind. The way that happens is by having their logo and name out in the community. If we can think of programs to get their exposure to our members then they will be likely to donate. We could have levels. They would get exposure and we could fund our activities, advocacy, etc.

Discussed Sponsor name on jerseys.

\*Steve-Maybe we work with bike shops and their new customers to give a 6 month free BCC membership and link them up with appropriate rides. Maybe these shops could sponsor us and we could get new members.

Roi-will update new members with their board email addresses.

Roi- Suggested have summaries of meetings, etc. on the website.

Lori-

\*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.

\*Suggested Zwift rides be added to the calendar without actual mileage credit given since all members do not use Zwift.

\*Desmond will consider.

\*Liesa suggested some type of credit for winter exercise.

January 19<sup>th</sup> will be the next board meeting 4-6 PM @ Jackie's house.