



## **BCC Board of Directors Meeting Minutes May 4, 2009**

### **Members Present:**

Barbara Applebaum  
Elizabeth Carter  
Doug Jensen  
Brent Jones  
Debbie Kimbrough  
Jay Kirsch  
Rob Paull  
Robert Turner  
Don Williams  
Mary Margaret Williams  
Rob Yuschak

**Absent:** Dana Morgan

**Guests:** Curt Griffin, Jay Elggren

### **I. Minutes**

Approved with minor grammar/spelling errors. Mary Margaret will edit and send copies.

### **II. Clothing Report by Curt:**

There are only 3 club award jerseys remaining to be mailed however, there are not the correct sizes in stock so another order will have to be made. A minimum of 10 jerseys is required therefore Curt will determine most common sizes and finalize the order.

The initial purpose of the clothing committee was to design a logo as well as club jersey and award jerseys. Penny Perkins had information for ordering and conducted the clothing monetary business for the club.

Curt suggested two options for club clothing:

- 1) keep a quantity in stock
- 2) order a few times a year after posting to members the deadline for ordering; Regardless of option, marketing was crucial.

The membership chair forwards information regarding purchase of clothing to Curt. There was a \$25.00 charge on the shopping cart which is now fixed.

Rob proposed using one vendor for all club kits and awards and suggested the local vendor Blackbottoms. All agreed it would be better to work with local business as well as keep sizing and product consistent.

Blackbottoms representative, Jay Elggren discussed options for doing business with the club. There were samples of jerseys for members to view.

There are a couple of options for providing quick and efficient service to club members:

- 1) order a quantity to keep in stock;
- 2) make an initial order of about 50 and purchase a set number of "paper" for \$8.00 a piece ( a minimum of 15 is required). When someone requests a jersey, Blackbottoms uses the paper to create the jersey. This allows small quantities to be made. However, once the

papers are purchased there is no refund and they need to be used within 7 months. Elizabeth proposed an auto link online for purchasing clothing straight to Blackbottoms which can eliminate a lot of middle work.

At this time, Rob and Mary Margaret will continue to work out details with Blackbottoms and bring suggestions to the board to proceed.

### **III. Newsletter and Printing:**

Jay reported on findings for reducing newsletter and post card costs. The postcards are now down to \$0.18 a piece for 2000 = \$360 using Moench Printing. AMT was less in pricing however, the quality was not acceptable and did not meet the deadline for mailing. \$500 newsletter. SL printing would not respond to messages. Print Place, the same as LRRH poster and brochure printing, appeared positive: @\$600 for 12 page newsletter. Hours from 6AM-7PM and can conduct business online. He is still investigating.

Jay will work with Debbie for up to date list of members willing to receive newsletter online rather than by mail. Jay will work with Barbara on adding a link to the email notice for the newsletter. No PDF.

Jay needs a list of local sponsored bike shops. He will edit the post card to add more benefits of belonging to the club.

Brent indicated we should have riders join BCC after riding a few rides as that is a benefit as well. It should be discouraged to ride all year without being a member.

Barbara will make the choice for online or mail option on the membership form a required field when joining online.

All approved for postcards to be printed to go in LRRH packets.

### **IV. WEBSITE**

Report by Barbara indicated that Xmission problems are solved. The shopping cart and other issues are working properly. If idea of moving to another server she would suggest we wait until the fall to evaluate this system. Possible server is "Go Daddy" but a \$6 per month fee and a lot of work to change. All agreed to keep xmission since it was finally working.

Don requested the pull down for Social Series reads Social Series as it now reads Mtn Bikes.

### **V. MEMBERSHIP**

Report by Debbie. There is now a hard copy for new and renew membership with the updated logo. Copies were handed out to board members to have on hand at rides and events. Debbie will email a month in advance reminding members their membership expires next month. She will then follow up with an email and hard copy to those not renewed.

For April, there were 66 renewal notices emailed; 12 were rejected and only 39% were opened.

For May, there were 53 notices; 7 rejected and only 50% have opened. A hard copy is sent to those rejected.

Don requested a membership promotional ad posted on front page of web site indicating site is up and running and encouraging people to renew or join.

Rob made a motion for board members to receive complimentary membership while serving on the board. Robert second the motion. All voted "yes" so motion passed.

Don proposed Debbie have the authority to comp members as she felt necessary who may have

had difficulty joining and were frustrated. Everyone agreed.

**VI. ULCER update.** Thanks to Bob Feldott, Jerry Bergosh, and Tim Shay for providing information, contacts, and spread sheets to Mary Margaret for ULCER. MM will make necessary contacts for reserving parks and sag stops. A committee is being formed and responsibilities will be given within the next few weeks.

#### **VII. LRRH**

Registration is closed and on schedule for June.

**VIII. Finance:** Elizabeth recommends a full audit for one year, then an audit review annually. The full audit provided by Tanner LC will be about \$6000.00 and the review will be around \$4500.00. It was noted that \$3200.00 was budgeted for an audit however, \$3200.00 was also budgeted for online fees which were eliminated as they are absorbed therefore, money was available for this amount. Rob made the motion to conduct the audit with Tanner LC. Doug second the motion. All were in favor. Motion passed.

#### **IX. Road Captain**

Report by Don: The first CCC (cycling coordinator committee) meeting was held at Sizzler. It cost the club \$100.00 due to less than 20 in attendance. He will not have a meeting with these restrictions in the future.

The CCC recommended an extended season running through the end of October. This would provide more time for ordering awards as well as push the banquet to the winter months after the holiday season rush such as January or February. The specifics would have to be worked out in regards to elections of a new board.

Don suggested ride schedules be delivered to local bike shops as a great promo opportunity. All agreed therefore additional copies will be printed. Rob proposed using the club printer for these types of printing.

The problem with the printer is where to store and time required to print and fold.

**X. Vice President Rob** reported on the past and future advocacy and promo events. The Bike Bonanza was well attended but no membership forms available so lost the opportunity. He did sell 7 ULCER jerseys. There were several volunteers who worked all day. He provided them with a jersey. The youth ulcer t-shirts were given out as well.

The Bike Summit was a success. The poor weather had an impact on attendance but speakers and sessions were interesting. He posted a report on the Blog.

The Bike Coalition will be providing a free LCI class for 8 members willing to participate in advocacy and education for the club and public. These new instructors will be an asset for the club in providing educational programs throughout the year.

**NEXT MEETING:** June 1, 2009 at REI 7PM