



**BCC Board of Directors Meeting Minutes  
June 1<sup>st</sup>, 2009  
REI Meeting Room**

**Attendees:** Mary Margaret Williams  
Rob Yuschak  
Don Williams  
Jay Kirsch  
Elizabeth Carter  
Debra Kimbrough  
Dana Morgan  
Doug Jensen  
Rob Paull  
Brent Jones

**Guests:** Stan Milstein, Todd J Anderson

**Absent:** Barbara Applebaum

**May Minutes Approved,**

**Audit and Finance Report:** Approx 120K in checking account includes deposits and checks for tomorrow – lots of money going out for LRRH expenses. Audit is moving along, complying with information requests as received. Need minutes from the first half of the year if any returning board members have copies.

**Ride Calendar and Season Timeline:** Spring/Early Summer General Membership Meeting – July 8<sup>th</sup>. General Meeting/Picnic Date -- August 15<sup>th</sup>. BCC had 115 riders on the road last weekend.

**ULCER-**

**Registration:** ULCER registration will open June 11<sup>th</sup>. Last year registration opened June 15<sup>th</sup>. This year's registration will not facilitate mail-in registration. However, there will be two options for online registration: Active.com and our own BCC Shopping Cart. Mary Margaret has replied to all current requests for ULCER information to-date.

**Committee Meeting:** The first ULCER Committee meeting is scheduled for June 10<sup>th</sup>, 8:00pm at Rocky Mountain Pizza. All who have expressed interest, or have an interest in helping are invited.

**Time Trial:** The BCC Race Team will be coordinating the ULCER time-trial event this year. Del Von Bouwhuis is the chair and he will be at the ULCER planning meeting.

**Charity Partnership:** Stan Milstein presented an idea for a local charity partnership. Stan has been involved with the bike club for 18 years. He is also involved with United States Olympic Bob-sled committee. He suggested that BCC ULCER charity proceeds (about \$5/rider) could be designated to support local US Olympic events and athletes. In return, BCC could use the Utah Olympic facilities and/or people to help out, national team members, development team, officials, and whoever is in town could help out. BCC event would also be visible from the USOC website. Rob Yuschak thought there were enough "national charity" rides and that we should focus on something local and home grown with longevity. All board members liked this idea.

**Sag-Stops:** Rob also suggested that all rest stops be corporate sponsored. He would like to

establish a competition for “Best Sag Stop” between the corporate sponsors. All riders get to vote on favorite and 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winners will receive a donation to the charity of their choice. However, the committee will need to examine final dollar award amounts in context of other charity partnership commitment.

**Jersey’s:** The design for this year’s ULCER Jersey needs to be finalized this week in order to have them available before the ride.

**Vendor Park:** Rob is also working to establish huge vendor park at Electric Park that will include a variety of equipment and clothing vendors, as well as live entertainment. He wants Electric Park to be “The” place to hang out. To accomplish this, he suggested raffling off prizes donated by each vendor and requiring winners to be present to win. Vendors will be charged a fee to setup in the park.

**Banners:** The board approved spending \$150 to get 2 more club banners to hang at events.

**Webmaster** – Barbara has resigned her position, however a couple of people have responded to Rob’s email requesting website development support. The bylaws state that the President will chose/recruit members for a board position that become vacant mid-year. There are three different areas that pertain to the webmaster duties and Mary Margaret suggested that the webmaster position be supported by a committee of three:

Website – design and content management.

Backend support – writing programs for database and info integration.

Store support – shopping cart, etc

Raleigh has offered to help facilitate membership information export/import and a meeting with Raleigh is setup. Barbara and Raleigh have passwords to web stuff. Jay Kirsch would like passwords to handle announcement for newsletter, etc. Newsletter could be part of that committee.

**Ease of Data Transfer** – The Ride Calendar this month started at 14 pages, but reduced to 8 pages; however it takes too much time. We need to get the “100” list, so people know if they are on the list, and what year. Only first-year get a jersey. Curt has a list --

**Delegation and sharing the load:** Club promotion should not be part of advocacy, should part of membership. Members-at-large board positions need to change to a position with a specific function such as committees chair, sub-committees, and socials. We need to redefine what we do and how we do it. For example, Debbie’s Membership Chair job is huge. We need to utilize all board members equally. We all need more activities to get members out, and then we can start soliciting help with other “work-type” activities. We also need to get the concept of “Ride Leadership” introduced to general members. Membership database indicates members who have expressed an interest in leading rides.

Right now we are trying to build a solid foundation and rebuilding. Just need to start the discussion while we’re out on rides. 4 or 5 people who are on ULCER committee are new to club, discussed ULCER while out on rides. After ULCER, we can start looking at bylaws and how we want to incorporate membership involvement.

Rob made a motion to get members-at-large to host monthly socials. After a ride, have a gathering. Doug Jensen is a natural – Birthday ride, Bike-N-Brew, out-of-town rides. Coffee rides, how do we grow the participation to more than the inner circle? Socials need to be their own event as well as connected to rides.

**Membership** – Mileage tracking is a benefit we can offer to members. The Ride-Calendar and

Announcements email list has been purged down to 100 members. Need to consolidate to one list. Membership since May 4: 28 new members, 91 renewed, 42 pending. For June, we project 56 renewals. We are up 65 members now at 378 members. Debra passed out membership cards to all board members. Membership was renewed or extended for one year. Debra would like volunteer to put together the text to send out to the old email list (approx 1500) to promote club membership. Going Green – online registration doesn't allow for an option to chose online newsletter and the default is paper. How do we fix it? Make it a required field – simple fix. Can we use the BCC email list to promote rides sponsored by others? Yes.

**Newsletter** – Jay announced that we can use the club's printer to print 11 x 17 ride calendars to put in the bike shops. That's a lot cheaper than .59 a copy and will save the club \$75 to \$100 per month on promotion costs. We expect to produce 15-20 per shop copies to send to 15-20 shops. Rob volunteered to help (I did not offer to do this by myself) hand deliver the calendars the first time to reestablish a personal relationship with the shops. Each calendar will also need to be folded in the middle in order to send via mail. We have 500 postcards, 2000 in LRRH packets. We ordered 3000 but only received 2500, but they made up the difference. What do we do with the extra 500? Hand out at rides? Some ride leaders are also handing out membership applications.

### **Race Team Update**

Todd Anderson handed out two different training schedules to board members. One schedule was targeted to the general club riders and the other one to the race team rider. The general schedule is set to peak at LRRH. People have been starting to embrace a disciplined training schedule. Board members are invited to go get testing and encourage others too. The facility and technology for testing is stunning. They will have the trailer onsite at LRRH and will have the trailer onsite for ULCER too. Race team is starting to have some science behind the training. Nate will continue to send out training to the entire BCC list. Peter Hansen took first place in Masters 55 race. They are having good results, some racers have moved up to Cat 4. Dues paying membership has grown to 30. General members and race team don't overlap much except on super-series, so other club rides are attracting more non-racers - we can share the road.