

Minutes - BCI Board of Directors Meeting – May 30, 2012

Directors

Monica McCarthy, President

Marc Urias, VP

Ann Gayton, Secretary - absent

Linda Crown, Treasurer - absent

Randy Profeta, Ride Coordinator

Rhonda Larson, Communications, absent

Bruce Darby, Statistician, absent

Tommie Kozlov, Membership

Nancy Broadhag, Director at Large

Steven Rizzuto, Director at Large

Richard McCarthy, Director at Large

Executive Committee –

Jenny Short, Wayne Broadhag, Mike Brooks (absent), Aaron Sher, Steve Davis (absent)

Bill Sellin, founder

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1. BCI Board of Directions Meeting called to order by Monica, 5:35 pm
 2. Acceptance of April 25, 2012 board meeting minutes.
 3. Vice Presidents Report:
 - a. Marc: Speaker 5/30: James from Serfas
 - b. Future meeting speakers identified; handout provided.
 - c. August 29 meeting: start time **5:00 pm** to begin movie, Dave to make comments following movie. This timing impacts the next BOD meeting, discussion of new BoD meeting time deferred (tbd)
 - d. Desire to have special section on website to promote general member meetings. Additionally, consideration to add external advertising, Southern California Cyclist, local bike shops as a means to reach new audience.
 4. Treasurer Report:
 - a. Monica reported on behalf of Treasurer that there is a positive balance of \$27,000 plus in bank. Current and expected expenses should be offset by expected revenue through the year.

- b. A discussion was held on potential uses of the bank balance. No outcome.

5. Membership:

- a. Tommie reported that the transfer of membership records to new the database is going well, with some adjustment “tweaks” expected and required.
- b. A database users meeting is scheduled for June 2, to include Bill Sellin, Tommie Kozlov, Jim Larson, and Monica McCarthy.
- c. Decline of membership attendance at Wednesday monthly meetings is a concern (?). “What might we consider that will increase communication with membership to include greater meeting attendance? Discussion ensued on the topics of changing meetings from monthly to quarterly, creating a different meeting format. Nancy thought inviting family members and to create more of a social element. Additional ideas included finding additional ways to increase communication with the members to ensure that they are aware of the meetings.
- d. There have been request from general members to include a “re-sale” program (vis-à-vis Craig’s List) as a member benefit and to include only approved sponsor advertisements in our organization communications. Ask Rhonda and Jim what would be an effective approval process for allowing advertisers into Pacelines and website. We would like a BoD approval for advertising non-members and non-sponsors; non-members and non-sponsors should be considered only as space allows and under different criteria.
- e. The new database requires a decision on how to move forward with producing “official” memberships cards. Do we want members to print their own membership cards? current process? There is a concern that some members may not have computers for membership printing membership cards or for receiving other BCI communication; how will this level of member be handled?

DECISION: Consensus was to have membership print the membership cards. Details need to be developed and then communicated to membership.

Steven R. suggested that this creates an opportunity to design the printout which includes the membership card to also include other valuable member resource information such as website address, officer names, sponsor information, and the like.

- f. Membership form:
 - i. Should we be collecting more information from our members allowing the BoD to better understand members wants and needs?
- g. Should we create a membership “skills bank” listing? How would this be used? Steven & Tommie spoke against having this included as a membership roster item. No determination was made.

6. Ride Coordinator Report

- a. Randy reported that the June 30 Rally was his focus for the month.
- b. Mountain rides are being developed.
- c. Remote rides with GMR are in planning stages.

- d. Summer Solstice Ride (June 23, 24) up to 29 sign ups, routes are published and on line. Truck and cargo trailer is being provided. Tommie has great venue in San Marcos. Concern was discussed that the Carlsbad segment may require SAG support to hotel. June 23, 24. The route start is located at the Mission Viejo/Laguna Niguel train station. Tommie has one option that has low climb opportunities to address the wants of this group of riders. There is a need to have a Deerfield ride activity for those not participating in Solstice ride. Concern that Carlsbad ride through departure may required a SAG to hotel.
- e. Boy's Club difficult to contact.
- f. Bill: Ride of Silence went well, good representation, although BCI seemed a bit lite. Heart felt stories were shared by those who lost loved ones. Lighting suggested but not required.
- g. Is there interest in a Beach cruiser ride? Interest was not expressed.
- h. Randy has been posting GARMIN electronic route slips to Garmin and Facebook pages.
- i. Randy launched a discussion as to whether July and August ride times should start at 8:00 am (one hour earlier than normal rides) on Saturday's and Sunday's.

DECISION: BoD would approve starting SUNDAY rides at 8:00 am in July and August, but would first want feedback from SUNDAY ride participants. Use Sundays in June to collect opinions and Randy to make final decision.

- j. June 30 Rally:
 - i. LongPlus needs to be verified for altitude and route instructions.
 - ii. Short route is verified.
 - iii. Long Route has adjusted rest stop and has been verified
 - iv. Medium Route changed in favor of not using Class 1 routes
 - v. Each route has/will have a Garmin electronic route distributable through Garmin Connect.

7. Communications:

- a. Paceline information needs to Rhonda in a timely fashion. Cut-off date for Paceline inclusions was not announced.

8. Volunteers:

- a. We would benefit from having a list of membership abilities/skills to match against needs of BCI.
- b. Would the membership value a membership referral network? How/should this be managed by BCI?

9. BCI Clothing

- a. Nancy reported that Club jerseys and shorts distribution is going well. Next order process will be included on web. \$55 jersey, \$72 shorts.
- b. Additional items to the BCI clothing are being discussed: Primo Socks and Jackets.

- c. Randy would like to include bibs in the BCI clothing/accessory line and the ability to include sponsors on Jerseys. Tommie reviewed decision why BofD decided to not have vendors on jerseys (size of ads, cost, fairness of providing vendor access, sponsor changes over time, and more).

10. June 30 Rally

- a. Nancy reported 55 sign-ups (27 BCI, 11 Beach City, 0 OCW, 17 Covina) as of May 29.
- b. Rich reported that 3 Sponsors accepted invitations to participate. Randy asked that invitations be re-communicated as he did not see the invitation from his business view.
- c. Discussion on Routes. All but the LongPlus ride was ridden by Steven and Randy has ridden most as well. The medium route has been changed since the verification ride in favor of eliminating the class 1 trail and UCI elements. Randy will confirm the routes.
- d. Randy will provide the final edits to the route slips and the Garmin electronic route slips before ride day.
- e. Nancy is chair for this ride and is the point person for communications.

11. President Items:

- a. Sponsored Rides: Monica was approached by a Road Bike for You wanting to sponsor a Saturday ride beginning and ending at their location (Main and Red Hill). They would create the routes. A food coach would be provided in their parking lot following the ride. The discussion included concerns that this really wasn't a sponsorship as nothing was being provided short of a new venue and starting place. RB4Y also insists that the routes being and end at their store. This creates concern for our regular riders who will likely show up at Deerfield Park for the regularly scheduled ride. A positive that this venue provides something different for the membership (new venue, new routes) was also acknowledged. Nancy expressed concern with setting precedence based on our knowledge of this shop, while other shops may not have the ability to coordinate rides of the same quality. Bill suggested that this opportunity be offered as a remote ride and reminded us that we do not have a practice of cancelling our regular Deerfield rides in favor of remote rides. Jax wants to sponsor a ride in August and use their location as a route stop.
- b. Bike handling and Safety Skills Classⁱ: Monica proposed sponsoring a bike handling and safety skills class for our membership. Bill attended this program at an earlier time and was favorably impressed. The class includes elements such as creating rider techniques in handling emergency stops, quick turns, etc. The class enrollment is \$35 per participant. Monica recommended that the BCI bank account could afford fully funding the cost for the membership. A class is available on Wednesday, July 18, 6-9:30pm at Jax Bicycles and on Sunday, July 22 8-1:30 at Deerfield. This initial schedule was set to avoid concerns about existing ride schedules.

This topic resulted in a conversation about rider (bad) behaviors and a reflection that we do not have a BCI Safety Officer. Bill pointed out to the BoD that a Safety Officer is prescribed in the current by-laws as a function under the Ride Coordinator.

Monica called for a show of hands of those in favor of the Club paying the fees. No majority was clear. Discussion included comments about the positive value of the program as well as concerns. Discussion also included concerns that the program could not be effectively communicated to all of the membership nor could all of the membership be accommodated. We have recently become aware of a budget surplus and there may be other Club priorities which could be addressed with these funds.

Monica had follow-on thoughts. Would board pay a portion of fee? Will board refund for those who will bring back the information and share knowledge with club members during rides? Should we have a "safety officer"? How do we reward those taking class?

DECISION: None.

- c. Monica inquired as to whether the ByLaws needed to be modified to include a new form of membership liability waiver (new and renewal) in our new electronic membership sign-up process. How do we get their acknowledgement and store as an electronic record? Tommie shared that the insurance carrier is good with our electronic signature process and that the existing By-laws do not require change.

12. Sonoma County coalition:

Motion: \$100, ghost bike in August's name. Approved.

13. NEXT MEETINGS

- a. General Membership Meeting, May 30, 7:00PM, Serfas is guest.
- b. BoD, June 27, NEW LOCATION
New Location: IRWD Community Meeting Room, 15500 Sand Canyon Ave
- c. General Membership, June 27, 530
New Location: IRWD Community Meeting Room, 15500 Sand Canyon Ave

Meeting Adjourned by Monica. 6:58pm.

Unfinished business from Agenda

- Reststop notifications for weekend rides
- Membership inquiry: Who has altimeters to measure club rides? Steven needs to have more volunteers to get climbs for all club rides.
- BCI Patch – member inquiryⁱⁱ
- Birthday cakes for 1st Saturdays – volunteer, budget, expectations
- Party committee(s)

BCI Board Meeting Agenda May 30, 2012

Acceptance of minutes from the last meeting

Vice President's report-Monthly Meetings

Treasurer's report-

Secretary-

Statistician's report

Membership report (493 members)

Ride Coordinator's report

- Sat & Sun rides, Remotes, Mountain Bike, Moonlight Rides, Weekday rides, Evening Rides, Special Rides
- Randy's Fit offer
- Boy's & Girl's Club
- Summer Solstice – Randy, Bill, Tommie

Communications report

- Send Articles for Pacelines to Rhonda ASAP. Next Pacelines ?
 - Webmaster
 - update
 - Suggest a directory for those to promote their businesses. Resource for club.
 - Set up meeting with Bill Sellin, Tommie, Monica and conference call with webmaster to work through details of automated system in next week

Directors at Large & Executive Committee report

- Nancy Broadhag - club Jerseys, socks, etc.
- Nancy & Steven R –update on the BCI/OCW Bike Rally on June 30. Confirmed OCW, Covina Cycling Club and Beach Cities Cycling Club.
- Update on vendor outreach project from Rich McCarthy & Aaron Sher
 - July 14 – A Road Bike For You Day Vendor Day
- Steven R has volunteered for finding people to get the elevation gain on each route and report back to Jim Larson for our archive of rides. Randy Profeta is working on this as well.

President's report-

- Housekeeping: BCI code for route slips & backup for rides
- BCI Ride for Safety Weekend/Month???
 - Pete Van Nuys class - Emphasis on Bike Handling Skills, Safety & Riding Etiquette
 - Wed. 7/18 6-9:30 pm Jax and Sunday July 22 8-1:30 Deerfield
- Ann & Some one else is calling for the rest stops on the weekends?
- BCI bylaws: Article V: Membership section b – BCI will have record that member agrees to liability waiver. Section c – BCI will have record of members who have not attained legal majority must have a legal guardian who has agreed to the liability waiver.

New Business-

- Issues/topics to put on future agendas
- Penny is handling the Sunday dinners.
- Patch – Scott Oberle suggestion, see below
- Other jobs we need help with:
 - Someone to handle the birthday cake for the first Saturday of every month for all the members with birthdays.
 - We need a committee to help with parties, i.e. the Holiday Party, etc.

next Meeting

ⁱ Pete Van Nuys info

“TS 101 is an 8 hour class, approx. 3.5 classroom, 4.5 on bike.

The classroom includes CA CVC traffic law, safety behavior based on actual accident statistics vs. conventional wisdom, specifics of speed positioning, destination positioning, and transitional behavior, the importance of visibility, and other safety and performance considerations.

The on-bike starts with basic on road tire repair, derailleur and brake adjustment, skills for efficiency and safety, a practicum on a wide range of streets, and concludes with a written exam.

See the LAB site, bikeleague.org for complete course description.”

ⁱⁱ Scott Oberle’s suggestion: “We need something (a patch?) that club officers could put on their jerseys to give them a bit of recognition. Also, a reward system of some sort for reaching certain mileage plateaus (10,000, 25,000, 50,000, etc.) to act as a reward/recognition/incentive for high-mileage members.”