

# PORTLAND WHEELMEN TOURING CLUB

## Executive Board Meeting Minutes

May 21, 2018

Respectfully submitted by Joan Cullen, Recording Secretary

Attendees: Ashley Reynolds, Corey Eng, Joan Cullen, Patrick Cecil, Sarah Hill, Eric Hendricks, Patricia McManus, Jeff Marshall, Steve Price, Cindy Bernert-Coppola, Alan Coppola, Dave Ek, Brian Hammer, Mark Hartel, Kathleen Hellem and guests Jan (Conner) Steinbock, Don Steinbock, and Emily Rose.

Vice-president Ashley Reynolds called the meeting to order at 6:30 pm at Legacy Emanuel Hospital.

Seating of Visitors: Ashley welcomed guest presenters Jan (Conner) Steinbock, Don Steinbock, and Emily Rose of Ride to Defeat ALS, and Cindy Bernert-Coppola, Alan Coppola, and Mark Hartel of the Web Committee, and Brian Hammer, Pioneer Coordinator, and Kathleen Hellem to participate in tonight's discussion. The amended agenda for tonight was accepted as submitted.

Tonight's visitors from Ride to Defeat ALS gave a short presentation regarding the July 14 event. Presenters were welcomed to submit a write up for inclusion on the Yahoo distribution list or submit an article for the QR. Ashley also suggested some of our regular Club rides could be listed as ALS training rides.

A MOTION to accept an amendment for clarification to the March Board Minutes (2018 STP Contract) was made by Sarah Hill and seconded by Pat McManus. The motion passed unanimously.

A MOTION to approve the April Executive Board minutes as distributed was made by Patrick Cecil and seconded by Jeff Marshall. The motion passed unanimously.

### TREASURER'S REPORT

Treasurer Corey Eng distributed the 2018 May Account Summary ending May 21, a comparison summary showing 2017 and 2018 numbers, and a P&L comparison of January-May 21 for this year. The operating account balance stands at \$51,729.54. Wells Fargo has released the final amount from the secured cash collateral account, leaving a balance of \$1,500 balance to cover the remaining two Club credit cards. The 2017 and 2018 P&L summaries show vastly different totals for this time period due to the timing difference related to when STP Bus monies were entered in Quick Books. The final donation payouts will be attended to after the Pioneer Century. As a response to a question from the group, Corey estimated the breakeven point on the Pioneer is about \$10,100 and 300 riders. Although paid registrations are currently at 97, it's hoped there would be a last minute rush to pre-register and good weather on event day would help boost the 'day of' revenues. Taxes for 2016 and 2017 have been completed and Corey will follow up with the CPA to see that they were filed by the May 15 deadline. Memorial Weekend 's Columbia Gorge Explorer Tour was cancelled due to scenic highway road closures to bicycles. Refunds of participants' fees totaling \$260 are being issued to those who had signed up.

### BOARD MEMBERS' REPORTS

Vice-president Ashley Reynolds reported on the following:

- The Pioneer Century was now listed on Shift2Bikes calendar.
- The Street Trust was given two Pioneer comp ride tickets to give away during national bike month.
- Club brochures had been left at last Friday's Street Trust Party at the Mac Club.
- Bike MS organizers had shown interest in our offer to list some of our Club rides as Bike MS Training Rides.
- Jonathon Maus of Bike Portland indicated he would be willing to list some of our rides on his blog. It was agreed to start with three of our more interesting ride listed on our calendar. Sarah will select and forward information to Ashley.

In Membership Secretary Lori Buffington's absence Ashley reported 418 memberships and 565 total riders/family members, reflecting an increase of 7 memberships and 10 riders/family members since April. Year to date there are 43 new memberships and 55 riders/family members.

Recording Secretary Joan Cullen did not have anything to report at this time.

Road Captain #1 Sarah Hill reported the June Ride Calendar has 68 rides listed. Sundays could use more rides and June 24 had no rides listed at this time. Two members, Rob Schroeder and Mark Klein, have shown interest in running for the Road Captain #2 position. The Ride Leader Workshop offered prior to the May Club Meeting was determined to be successful with 25 leaders in attendance. One suggestion made (to change 'start' time to 'departure' time) has been implemented on the ride descriptions. A summary of the workshop has been shared with the Ride Leaders and an article for the QR regarding offering an orientation session for new Ride Leaders was in the works.

Road Captain #2 Patrick Cecil reported 67% of recipients on the ride leader mailchimp list opened the most recent monthly recruitment for rides. He noted the good weather has encouraged an increase in ride attendance numbers.

Member-at-Large Eric Hendricks remarked he has heard some good short and succinct pre-ride safety briefings in the past few weeks. He noted the Pioneer Century was on ORBike's calendar but not contained in their email blast. It was speculated self-posting on their calendar was free but there was a charge to be included on the e-blasts.

Member-at-Large Jeff Marshall reported he continues to monitor member statistics regarding ride participation. He noted there are only about 200 active riders and 70% of those have ridden under 100 miles. Ninety percent of the miles ridden are done so by the top 40 riders. He estimated there are probably 50% of the members who never ride.

Member-at-Large Pat McManus commented her rides often have non-club members and asked if there is any attempt to follow up with non-club members who attend a ride. It was pointed out by another member the new ride sign in sheet does not have a space for listing contact information other than an emergency number. In the ensuing discussion additional comment was made that perhaps a box for contact information/email should be added. Additionally, the non-club rider's permission to be contacted should be solicited by the ride leader prior to any after-ride contact.

Member-at-Large Steve Price reported he has volunteered to step into Tom Carter's Sunday STP role. Steve suggests a safety topic for members to think about is how a group handles intersections with 4-way stops. Jim Schlegel of Schlegel's Bike Shop had passed away.

#### COMMITTEE REPORTS

There were no Committee Reports given at this time.

#### CONTINUING/UNFINISHED BUSINESS

Pioneer Century Update: Brian Hammer, Event Coordinator, reported pre-registrations are at about 100, similar to last year, and day of registrations will probably be dictated by weather. Currently, 11 ride 'packages' (includes ride fee, jersey and lunch ticket) have been sold.

Web Committee Update: Cindy Bernert-Coppola reported they are in the process of transferring the membership to a web-based program. Members will now be required to log in to access their membership registration page. The calendar offers a new button, which transfers the ride to a rider's personal calendar. A comprehensive area map showing locations of ride starts on a particular date is being worked on and should be available soon.

Mark Hartel gave an additional overview regarding the merging of the two databases to WordPress. It's noted that the new system will be moving to WordPress plugins from CiviCRM due to the lack of tech support for CiviCRM. A link was provided to Board members to access additional information regarding

work being done and the 'open issues' of the project. Mark asked the Board to consider the following three questions to assist the Committee to move forward with the membership data base merge. The target completion for the merge is the end of the year.

- Discontinue offering Family Memberships: The new program no longer allows the linking of family members under the primary member's account. Could this add an additional complexity to the cost of the sign up fee? The program may allow a 'discounted fee' for family members to sign up under the primary member.
- Registration payment scenarios to consider for the move to an all on-line payment system:
  - o All members with an email would be asked to pay on line (credit card or PayPal).
  - o Members who have email but like to pay dues via paper check: Is an extra handling fee to be added for this service?
  - o Current members who legitimately have no email: A work around would be done creating a 'dummy' email account. This service would not be offered to new incoming members.
- Should a 'handling fee' for processing paper membership registrations be added to the fee?

The Board is asked to review the above issues and the on-line document provided by the Web Committee for further discussion and decisions slated for the June Board Meeting.

Safety Committee and Safety Policy Update: Pat McManus, Chair, had emailed Board Members last month's suggested revisions. A few additional minor wording changes were made. It was determined the Board would reserve the option to reassess the policy at a future date to determine if adjustments need to be made in the implementation of the policy.

A MOTION was made by Sarah Hill to accept the policy as amended (removal of a final paragraph directing publication locations). After brief discussion Sarah proposed a 'friendly amendment' to the first bullet-editing wording to 'Target to provision a monthly article on safety...' The Board accepted the additional wording. Pat McManus seconded the MOTION to accept the policy with the 'friendly amendment'. Motion passed unanimously. Pat will make the changes and send the final version to the Board members.

Pending Safety Committee Actions:

1. Creation of a process to report an accident and designation of to whom the report would be filed with is needed.
2. A chairperson needs to be selected from the Members-at-Large for the new Safety Committee.

## NEW BUSINESS

At this time V-P Ashley Reynolds turned the floor over to Kathleen Hellem who shared her thoughts on several issues. Topics included: improvement of communication from the Board regarding charitable donations; development of a policy addressing charitable donations; the use of multiple platforms to share a final charitable donations document with the membership; the addition of a waiver on the membership form allowing use of photos taken at Club events or scheduled rides; the negative impact of increasing Club dues; and, the hope the Safety Committee would widen their scope as they go forward. Mark Hartel asked Kathleen to provide the Web Committee with verbiage regarding the photo release waiver for consideration of inclusion on the website's membership form. The Board thanked Kathleen for her comments.

Annual Contributions Guidelines: Joan had previously emailed a working draft to Board Members outlining a potential time line to be used when approving organization selection and fund disbursements. An additional set of questions presented for board consideration related to the gathering of the treasurer's financial information in determining how much was available for charitable donations, when the approved funds could realistically be released, an impact on the time line if there is a turn over in treasurer personnel, and how many years worth of funds should be held in reserve to support the Club operations. The Board was asked to review and consider the issues for further discussion at their next Board meeting.

Membership – Dues and Types: Ashley opened the discussion. Per the Constitution consideration of an increase in dues are reviewed at the June Board Meeting. Corey will be sending preliminary financial

information regarding income/revenue as well as a tally of Pioneer profits to the Board prior to the June Board meeting. The possible elimination of Family Memberships is under consideration for two reasons: 1) a technical need related to the new on-line membership database and its technical limitation to only handle a singular member account; and, 2) the expense to the Club of carrying multiple members under one registration fee. Earlier in the meeting the Web Committee mentioned the possibility of offering a discounted fee for additional family members. Although the decision to raise dues is an administrative decision, consensus was to ask for input from the membership at the June Club Meeting. Ashley volunteered to submit an article to the QR alerting the membership that this subject would be on the June Board Meeting agenda and members can give feedback to any Board member.

**Bike Portland Subscription:** Ashley reported currently we can self-post rides on their calendar free of charge. A \$30 monthly subscription would buy additional advertising on the site. No action was taken at this time regarding purchasing a subscription.

**Final Comments:**

**Addition of the Number of Rides a Member Attends to the Mileage Listing:** Corey asked if this statistic could be added to the mileage listing. Mark indicated it could be done.

**May Sunday Parkway:** Patrick reported he had stopped by our booth (staffed by Bud Rice). Bud said it was very active and the event had a good turnout.

V-president Ashley Reynolds adjourned the meeting at 8:47 pm.