

**August 23, 2003**

## **HBC Board Meeting Minutes**

### **Attendees:**

John Miller, Wilbur Thomas, John Escritt, Barry Cole, Edie Kalweit

### **Agenda:**

1. Modify/approve this agenda
2. Modify/approve July 26th meeting minutes
3. Dine and Design items-finish categories
4. Membership report
5. New bylaws for leaders
6. Publications in which to advertise
7. Sport/Ski Council-join?

Agenda approved

Minutes approved from July 26th

### **Dine and Design:**

#### **Marketing:**

Goal is to distinguish ourselves from other biking organizations in the area

How? Introduce others to our group through the distribution of "5 free rides" card to non-members/potential members. 5000 printed

More HBC brochures, newer ones. Distribute ones we presently have.

Get the HBC name out. Signage/advertising/logo items

Postcards to TDA participants: feedback on TDA and postcards out announcing Cloverleaf ride

Team with biking stores in town: Prairie Cycle, Calhoun Cycle, others?

Affiliation with D'Amicos/ mutually beneficial to both

### **Board:**

#### **Communication:**

The board has made efforts to increase the avenues of communication. Each *Spoke n Wheel* now has a summary of important matters discussed at the previous board meeting. Members are encouraged via e-groups to attend board meetings or contribute to them.

We discussed the suggestion that marketing and membership team leaders be board members. It was felt by those present that should that be required, it would put an added

burden on those volunteers.

The issue of planning was discussed. The board is making an effort to follow a calendar in order to better plan for upcoming events.

## **Membership Report:**

In August we began to see a change in trend, memberships were up. More numbers yet to come in. Marketing efforts seemed to start taking hold.

## **New Bylaws for Leaders:**

POSTPONED

## **Publications:**

Minn. Cycling Magazine via a coupon was thought to be the most far reaching and effective vehicle in and by which to advertise HBC

## **Sport/Ski Council:**

On the basis of it costing HBC \$350/year, the proposal was voted down. There was the concern that the audience of the Sport/Ski Council might not be the same audience as that of HBC. The value just didn't seem justified with respect to cost.

## **Other Business:**

### **Ride Categories**

Much time was spent discussing simplifying our present ride categories. Three categories were suggested: Slow, Moderate and Fast. The proposal was to have a range of average speeds/ category. Leader will be allowed to ride anywhere. Riders will help other riders in all categories. The burden of helping is taken off of the ride leader.