

Minutes: Hiawatha Bicycling Club Board Meeting

(Action times in red)

Date/Time	4 February 2002, 7:00 p.m.
Location	Black Bear Crossing, Como Avenue
Attended by:	Leon Webster, Lucia Pierson, Bruce Beck, Richard Newmark, Dan Reuter, Alan Wichmann, Robert Dean
Chair:	Bruce Beck
Minutes	Richard A. Newmark

The **minutes** for January were approved after correcting Wilbur Thomas' name.

Treasurer's Report. Approved.

Adventure cycling subscription – decision made not to join.

Bike shop sponsorship – no action completed. Leon will write an article encouraging people to adopt a bike shop by establishing a relation with the manager and leaving brochures for the club in the bike shop, etc.

Membership survey – incomplete.

Appreciation banquet: There are about 63 ride leaders, although only about 40 actually lead rides. Adding the other volunteers should result in about 100 possible volunteers for the Volunteer Banquet. It had been proposed that the Club purchase Polar water bottles, but the minimum order is 500, leaving us with 300 bottles at \$4/each which would have to be sold. Leon displayed the proposed Logo for the appreciation item. The total cost for Polar water bottles would be \$2360 after including shipping, set-up & printing. Amsterdam puts logos on numerous items for small businesses with minimum orders closer to 150 to 200 items, but does not have Polar bottles. After much discussion, it was decided to purchase travel mugs from Amsterdam. Minimum is 48 16 oz cups at \$7.99 each plus ~\$67 set-up charge. Purchase of 100 bottles for the Appreciation Banquet was authorized; total cost will be under \$1000. Lucia obtained several hundred dollars worth of merchandise from Osell's Bike Shop for the auction and Newmark obtained two autographed copies of Fred (Richard) Arey's Bike Book. **Bruce will make up certificates for ride leaders, etc. Leon will make up postcard reminders. Leon** will notify volunteers who are not members, such as the course marshals on TDA (Tour D'Amico). Lucia will purchase \$3 disposable table cloths for the banquet.

Membership Chair: Craig will do the large wave of February & March renewals, but has resigned this position. He will continue for a couple of months until a replacement is found; he suggested seeking one at the Feb. banquet. **Leon will write an article requesting a volunteer.** Craig is using Microsoft Access for the membership database and is also in charge of the e-group on yahoo. Craig forecasts an 8% drop in membership this year. Leon expressed concern that people don't know who we are.

E-mail list and website: It was noted that we need more user friendly instructions for joining the e-mail list and someone to monitor the e-group. The web site needs to be updated. Leon will check options for the e-mail group; he has not received any spam through other similar groups. It was suggested anyone be allowed to receive messages, but only members could post messages. At the present time Craig has to confirm all memberships and a facilitator is needed to view e-mail.

e-group ride policy: Bruce presented his 4 point proposed policy, to be in effect Nov. 1 through April 1. An e-group ride must:

- a. Not conflict with a ride posted in the Newsletter by at least a 4 hour gap
- b. Be sent out by e-mail before 7 a.m. the day of the ride.
- c. Ride sheets and waivers must be completed in the same manner as other rides.
- d. E-group rides will count for mileage and for ride leadership statistics provided that the ride goes with at least 2 adult participants.

Approved. Only change from present policy is the requirement for a 4 hour gap and counting mileage for ride leadership statistics.

Tour D'Amico (TDA): Bob Dean will be chair for Tour D'Amico. The budget was presented and compared to the 2001 budget. Last year 280 registered and there were 30 walk-ins. This year there will be a maximum of 450. TDA wants to sell socks and T-shirts; socks can be purchased for \$4.00 with TDA Logo. They won't be dated so they could be used in the future. Revenues could be up to \$10,345 with estimated expenses of \$3,345. Signs will be needed; maps (1 page for all 3 routes in color or 3 pages b/w is still being debated. Insurance is expected to double from last year at 95c/person. The budget for marketing has been doubled. Profit last year was about \$5200. DA has yet to confirm final number that they can handle; they will pay for wrist bands, food, and posters. Bob has last year's volunteer list. Bob wants to cut out road guards and put in signs. A sign is needed to get people onto the bike trail and to mark the spot where the long route splits off from the short route. He also needs cones for the parking lot. Volunteers are needed – **Bob will have volunteer forms at the banquet.** TDA will have gift certificates. The raffle on the day of the event will be at 3:00 p.m. and will include extra T-shirts, and anything else offered from local bike shops. The toughest jobs are the registration database and marketing. D'Amico's is still very enthusiastic about this event, but is interested in moving the event to their main location. However, at a meeting with DA representatives and Bob Dean it was agreed that it was too late this year to move since leaving the present location would lose sponsors in present shopping center (one for food and a local bike shop). If TDA gets too big, it would need more volunteers and police approvals.

Membership growth: 500 membership brochures remain available; they are fine and contain no errors. Leon wants to hold an open meeting to invite the members and ask them what to do to get the club to grow. The club will be what the ride leaders make it, but it isn't possible to order ride leaders to do things. People need to see something special in the club. Lots of ideas were expressed; Newmark suggested that the membership survey questions that Bruce received from him and Lucia should be combined and sent out via the e-group the first week in March after approval at the March board meeting. Newmark suggested it may be possible to work with the St. Paul Classic and advertise the club (with a membership application) in their mailing (similar to the TCBC application form in the Ironman mailing). Dan noted there are several ride marshals from Hiawatha working the Classic, but a greater volunteer contribution would be required for the equivalent of a quarter page ad.

Ride Leader Training: Dan and Bob suggested a 3 hour Saturday session for new leaders. Newmark suggested sending out an information sheet to enable present ride leaders to renew their training without having to drive an hour (RT) for a 30 minute meeting.