

July 26, 2003
HBC Board Meeting Minutes

Attendees:

Bob Dean, Wilbur Thomas, John Escritt, Dan Reuter, Bruce Beck, John Miller, Edie Kalweit

Agenda:

1. Modify/approve this agenda
2. Modify/approve June 27th meeting minutes
3. Dan Reuter Treasurer's report
4. Tour D'Amico review
5. Toys for Tots and Cloverleaf Ride status reports
6. Bylaws for leaders
7. New format for leader refresher
8. League of American Bicyclists (LAB) liason
9. Marketing environment
10. Rider incentive program (t-shirts)
11. Dine and Design: review and actions
12. Other Business:
 - Map clips
 - new HBC jersey

Agenda approved

Minutes approved from June 27th

Treasurer's report approved

Bob Dean presented the numbers he had, to date, on the financial outcome of TDA this year. Although participant numbers were down, it was still a financial success for the club. Brainstorming about improving TDA in the future occurred. Some things discussed: Would it be good to form a TDA team in January? Should we set up web feedback? Should we send out postcards to participants immediately following TDA next year asking them for feedback? What time should lunch close, 4 PM? Do we want to invest in

a stencil to make all TDA road markings appear the same. Do we want to advertise in one or more publications?

Conclusions/Decisions/ Action Items TDA:

1. Next year the map will be easier to read. Only important roads will be included.
2. Stencils will be ordered so that all arrows are of the same appearance
3. Stencil color notification will be written on the map
4. Lunch will be closed at 4 PM

Other issues will be addressed as feedback comes in from this years participants.

The Cloverleaf ride date is set for Sept 27. Reservations have been made and confirmed by the City of Waconia. Rohanda Victorsen is heading up that effort. Mary Burbank is assisting. Cloverleaf planning is proceeding nicely. Postcards will be sent out after Labor Day notifying TDA participants of the ride. Marking the route going out of town was discussed. It was felt that needed to be beefed up from what it has been in the past. Cost of the ride, in advance v. day of, was determined to be \$15 and \$20 respectively.

Toys for Tots ride will be headed up by Mary Burbank again this year.

Items 6 and 7 of this meeting's agenda were postponed

LAB Liason: Bruce Beck offered to take over from Russ Templeman the Insurance Team Leader position, when Russ moves out of town. Along with that, it makes sense to combine the LAB responsibilities.

Marketing:

We discussed the new rider incentive program; The **Magic Moccasin** jersey would require an HBC member to participate in 25 HBC rides/season. Also, if they earned a **L'Etoile du Nord** jersey, they could not also get the **Magic Moccasin** one. Wilbur to work with Carol Swan on getting this done.

Dine and Design Review:

Wilbur lead us through a detailed analysis of the table in which he organized action items related to member inputs. The categories included; rides, social, volunteers, marketing, board, newsletter, website and leader training. We discussed all but two categories at this meeting.

While going through the lists of suggestions from member inputs we concluded that some things the HBC board could act on, but some items were out of our control. Members, themselves, were needed to fulfill some of the tasks on how our club might be better in the future. The board did however conclude the following:

1. Bruce Beck will check out LAB videos addressing bike safety
2. Ride Leader refresher will be beefed up next year with an emphasis on safety
3. The suggestion to have the ride leader's cell phone # on ride maps was voted down. Again for safety considerations
4. Fall Cloverleaf Ride will have a safer route this year thanks to the efforts of the Victorsens.
5. Traffic concerns: Although the increase of traffic all around us continues, there are some things we can encourage ride leaders and riders to do. Leaders can design routes on low traffic roads. Everyone can be encouraged to use mirrors. Bright clothing can be pushed. All of these issues can be brought up repeatedly at ride leader refresher and perhaps at the annual meeting.
6. Under "Social" and the desire to interact more with each other aside from biking, e-events were proposed, more winter activities, including e-rides, as well as getting someone to head that effort up.
7. Under Ride Leader Training: Bob Dean agreed to update the training manual.

Following the August 23rd meeting, where the Dine and Design summary has been totally gone through by the board, the chart-prepared by Wilbur Thomas-will be included along with "initiated actions" by the board or by members within the club.

Map Clips Dan Reuter will order quantity dependent on cost

New HBC Jersey Wilbur will talk to Carol Swan