

**June 7, 2003**  
**HBC Board Meeting Minutes**

Attendees:

Leon Webster, Wilbur Thomas, Barry Cole, Nancy Wall, Dan Reuter,  
Bruce Beck, Edie Kalweit

Agenda:

1. Modify/approve this agenda
2. Modify/approve May meeting minutes
3. Dan Reuter Treasurer's report
4. Review "Etoile du Nord" jersey design
5. *St. Paul Classic* HBC participation?
6. HBC map clips, Do we want to order more?
7. Action Items from "Dine and Design"
8. Ongoing Marketing

Agenda approved  
Minutes approved from May

Treasurer's Report:

Bottom line: \$11,531.00  
Previous balance: \$11,177.39  
Cash flow out went to member services, website and postage  
Cash in from membership renewals/new memberships, merchandise sale

Treasurer's Report accepted.

Etoile du Nord 2003 jersey design was presented by Leon Webster and approved by the board.

The "St. Paul Classic" was discussed. HBC will once again be recruited from our membership to host a rest stop. Volunteering in this activity qualifies you to attend, free of charge, the appreciation banquet. It does not however qualify as a volunteer criteria in earning a Etoile du Nord jersey.

Map Clips? All present thought it was a good way to get the HBC name and logo out into the community. Bruce Beck would look into ordering more.

As part of the Dine and Design follow-up, the website was discussed. Bill Kalweit was proposed as one who might more actively assist with web inputs. He later agreed to do so. Bob Dean, John Miller and Wilbur Thomas will act as filters on what is changed. Some changes sought by Wilbur Thomas, to further marketing, included getting the HBC logo on the frontpage of the website and having an easy means for members to go to the website and join e-groups.

Second item discussed also centered around communication. "Bullets" from the subsequent board meeting would now be part of each months "Spoke and Wheel" newsletter.

Wilbur took on the task of organizing the Dine and Design inputs into categories. He will distribute to board members.

Our marketing plan was discussed. Ride leaders will be encouraged to distribute the "bright pink" FREE ride cards to bike shops they frequent and potential HBC members.

The Cloverleaf date was set for Sept. 27th. Waconia will be contacted for site reservation. Edie volunteered to do that.