

**Twin Cities Bicycling Club
Minutes of Board Planning Retreat (Part II)
December 30th, 2008**

Present: Mary Derks, Patt Seleen, Garry Glubka, Richard Franco, Lisa Austin, Jack Uttermark, Laurie Holm, Cindy Hanson

Absent: Kelly Hazel

Also present: Tony Stifter

MINUTES: The minutes for the December 13th planning retreat were approved with minor changes.

ANALYSIS OF SIX CATEGORIES

Mary Derks combined the summaries of the six areas determined and defined at the December 13th board planning retreat with a SWOT analysis and potential club goals. Building off this document, the Board evaluated the goals Mary came up with and reworded as needed. A revised copy of Mary's document is inserted into the minutes below.

Bold goals were identified as priorities for 2009. Board members were asked to consider which goals they would like to spearhead as part of their board terms.

1) LEADERSHIP:

Goal: Ensure adequate number of key volunteers are available to lead the organization. Ensure tools exist for key positions to aid in training and turnover.

1. Mentor future leaders
2. Adequate recognition
- 3. Establish & maintain volunteer database**
- 4. Ensure trained backups exist**
- 5. Document procedures for training and turnover**

SWOT:

Strengths: Volunteers, leader training/safety, recognition of volunteers

Weaknesses: systems, reliance on volunteers (no backups, procedures, etc.)

Opportunities:

Threats:

2) INFRASTRUCTURE:

Goal: Develop online systems to ease workload and support growth. Move towards primarily online processing. Ensure backups and process documents exist for key positions to aid in training and turnover. Continue to maintain the financial health of the organization.

- 1. Ensure existing systems are up-to-date, backed up and efficient.**
- 2. Develop new member database; incorporate volunteer tracking.**
3. Develop new ride tracking system
4. Interface Ride Scheduling System with member database and ride tracking system.
- 5. Develop online processing for:**

- a. **Membership forms**
- b. Registration for rides & events
- c. **Waivers (membership)**
- d. Ride sheets
- 6. Finish documenting policies & procedures; update annually.**
- 7. Centralize and archive club documentation**
- 8. Enable opting out of receiving paper newsletter**

SWOT:

Strengths: volunteers, leader training/safety, growth & health, financial health, newsletter & website

Weaknesses: systems, reliance on volunteers (no backups, process docs, etc.)

Opportunities: internet

Threats:

3) SAFETY:

Goal: Promote safe recreational riding (to be discussed at 01/06/09 Board meeting, concurrent with presentation of safety survey results.)

- 1. Benchmark to determine current state (accidents per mile ridden?).
- 2. Analyze incident survey; implement safety measures as deemed appropriate.
- 3. Training (LCI, Road 1)
- 4. Educate members
- 5. Educate community
- 6. Improve image of club for obeying traffic laws
- 7. Stop rumor mill about accidents
- 8. Ride leader evaluation and empowerment
- 9. Rehabilitation resources
- 10. Improve reporting of accidents on rides
- 11. Continue current safety procedures (no ear phones, helmets required, etc.)

SWOT:

Strengths: Leader training/safety,

Weaknesses:

Opportunities: safety

Threats: safety

4) MEMBERSHIP/MEMBER RETENTION:

Goal: Ensure TCBC has an above average satisfaction rating among its members

- 1. Member satisfaction**
 - a. **Implement membership survey**
 - b. Increase member participation on rides
 - c. What does membership mean to people?
 - d. Establish satisfaction benchmark and new goals based on current measurements
- 2. Rider diversity

- a. Younger members
- b. General diversity
- c. Newer riders
- d. Families
- e. Members of other organizations (schools)
3. Planful growth
4. Ride offerings
 - a. Number of rides
 - b. Variety
 - c. Revisit levels
5. Robust mentoring program
6. Cost of membership (keep low)

SWOT:

Strengths: value, volunteers, growth & health, recognition of members, variety of rides, reputation/core values, newsletter & web-site,

Weaknesses: age range, clique perception

Opportunities: product promotion, safe healthy lifestyle, internet, grow membership, safety.

Threats:

5) OUTREACH/EDUCATION:

Goal: Increase the effectiveness of TCBC's support of community organizations

1. Develop educational programming (kids, community outreach, LCI), but avoid duplication of efforts (five events per year?).
2. Improve image of bicyclists in the community overall
3. Support other cycling organizations (participation, financial aid, etc.)
- 4. Assess efficacy of current monetary and volunteer contributions and develop new plan.**

SWOT:

Strengths:

Weaknesses:

Opportunities: advocacy, safe healthy lifestyle, partnerships w/groups, events, etc.

Threats: laws/politics, legal action.

6) COMMUNICATIONS/PROMOTION:

Goal: Effectively communicate with members using appropriate methods and technologies.

- 1. Develop 5-year plan for newsletter—determine the future of the printed newsletter, the utilization of the newsletter content in other ways, etc.**
2. Take advantage of Internet-based technology to communicate (Facebook, Twitter, blogs, PDA-friendly content, etc.)
3. Logo development and consistency.
- 4. Message board transfer and development**

SWOT:

Strengths: reputation/core values, newsletter & website,

Weaknesses: clique perception,

Opportunities: product promotion, sponsorships, internet, big rides.

Threats:

Respectively submitted,

Laurie Holm

TCBC Secretary