

**Twin Cities Bicycling Club  
Board Meeting Minutes  
April 7, 2009**

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

Absent: Kelly Hazel

Also Present: Paul Frenz, Doug Nelson, Pete Hawkins, Tony Stifter

MARCH MINUTES: Minutes were approved with minor changes.

TREASURER'S REPORT: Credit for jersey payments from members in March will be offset in April via payments to Revi. The projector expense was realized in March. The last two newsletters were longer than budgeted adding to the printing expenses.

**COMMITTEE REPORTS:**

SAFETY: Jack Uttermark wrote an article on safety for the newsletter. The safety campaign kicked off at the Leader Forum last night. The Leadership Forum presentation took a two prong approach: 1) Encouraging accident reporting using the accident survey and working on accident reduction. 2) Promoting safety education through continued training and a strong message encouraging stopping at stop signs. The rewards program was introduced and the first gift certificate was given out. A follow up email will go out in the next week or so. Kelly Hazel is working on revamping the accident survey with input from the committee.

FINANCE AND OPERATIONS: The committee is hoping to implement a member database in the next couple of months. There are conference calls scheduled over the next week to further interview the three systems still under consideration. Joe Hays has been a particular help in helping evaluate the database options. Right now, no system has the ability to integrate ride tracking. Ride tracking will probably need to be accomplished with a separate system.

NEWSLETTER: A proposed five year plan for the newsletter was presented by Lisa Austin, Laurie Holm and Richard Franco. The overall plan is to separate the full schedule from the newsletter (eventually printing an abbreviated schedule of recurring rides as part of the newsletter) and reducing the number of newsletters from 10 a year to quarterly. Reduction in issues is recommended to begin in 2011, with review of the five year plan occurring annually. The general plan direction was approved and will continue to be evaluated in future meetings. Any decisions on reducing the number of issues will need to occur before July of the previous year to incorporate the changes in the advertising sponsorship packages.

The board discussed the membership survey and the information each committee may need on the survey.

POLICIES & PROCEDURES/BACK UPS: Will be discussed at the May meeting, with the goal of having procedures and back up personnel in place by that time.

MAY NEWSLETTER: The May newsletter should be 28 pages long. Duplicate addresses (TCBC members who are Ironman registrants) have previously been manually removed from the mailing lists. Garry will check with the printer to see if we can hire them to remove the duplicates for us.

IRONMAN: The booth is at Cindy's house.

ATLAS: Atlases are continuing to sell and the committee is continuing to find new marketing avenues. New ads are rotating through the website and newsletter. POS advertising for the bike shops is being developed. A sales update will be available at the next board meeting.

VOTING BOARD E-GROUP MODERATOR: Laurie Holm volunteered to take over moderation of the Voting Board Yahoo Group from Mike Beadles.

PARTNERSHIP WITH MORC: LAB affiliated organizations have asked to do partnerships with TCBC in the past. MORC has approached TCBC to co-host several rides, which represents no change from current policy. The board will consider a policy to govern ride partnerships with LAB affiliated organizations at an upcoming meeting.

ROAD ID: The Road ID organization has offered a \$5 coupon to TCBC members. An announcement with the coupon code will be sent out to members and an article will appear in the May newsletter.

NATIONAL BIKE SUMMIT: Paul Frenz attended the National Bike Summit on behalf of TCBC. He has written an article for the May newsletter. Highlights included an address by the new Secretary of Transportation and visits to Minnesota representatives' offices (Keith Ellison, Amy Klobuchar, Michele Bachmann, and Tim Walls). Paul met a number of bicycling advocates from across the nation and accepted the LAB Bike Club of the Year award on TCBC's behalf.

ART DIRECTOR/PHOTO EDITOR: Steve Scott is growing overwhelmed by his work load. The board discussed creating a position to help Steve, particularly with supplying pictures for the newsletters. Mary and Lisa will meet with Steve to discuss ways that TCBC can reduce his workload, particularly in terms of picture availability.

RECOGNITION CORNER: Several people were chosen for recognition. The board will give special consideration over the next month to ride leader recognition.

HENNEPIN COUNTY DISPLAY: The Hennepin County Government Center would like to have a bicycling centric display. TCBC has been invited to do a display. Lisa will arrange the display with Cindy.

Respectfully Submitted,  
Laurie Holm  
TCBC Secretary