

Twin Cities Bicycling Club
Board Meeting Minutes
May 5, 2009

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

Also Present: Tony Stifter, Pete Hawkins, Doug Nelson, Paul Frenz, Scott Larson, Joe Hays

Absent: None

TREASURER'S REPORT Systems costs have not been paid yet causing an under budget in that category. We have not yet received payment for the TCBC member registrations received through Ironman.

APRIL MINUTES: The minutes were approved without additional changes.

POLICY AND PROCEDURE STATUS: The Board went over the uploaded policies and procedures and discussed the status of the remaining outstanding procedures. A back up was suggested or assigned for every procedure. The next step is to set up the calendar with key dates.

WATERMELON UPDATE: The committee is meeting on Thursday. A membership form will be printed in the June newsletter and the volunteer sign up will be up and running. Deb Matchinsky is working on the marketing of the ride. Additional efforts will be made to get press in area newspapers.

MEMBERSHIP DATABASE: Joe Hays and Scott Larson discussed the development of the membership database over the last few months. The committee looked at prepackaged systems and talked to developers about customizing a system. The Neon prepackaged system looks the most promising and we now have access to a system to test and evaluate further. We have negotiated a six month contract that has not yet been signed.

We will be loading all the members into the system and each member will be responsible for logging in to the website and updating their information. In the future, members will be able to sign up or renew membership, sign waivers, and update contact information using a website interface that links into the new database. Surveys can also be done through the database. Quite a bit of data clean up will be needed. Once the member database has been set up, the ride statistics will be addressed next.

The board also discussed increasing membership fees to cover the PayPal and database costs. The board decided not to increase membership fees at this time.

SAFETY: Once a month, ride leaders are sent an email soliciting nominations for ride leaders who promote that month's safety message clearly and effectively. Scott Larson and Bob Hoffman will be recognized in May. Certificates will be sent and they will be recognized in the May newsletter.

QUICKBOOKS: Terry, Tony Stifter, and Mary Derks are working on upgrading the version of Quick Books that the club uses. The current version is 2001. They will continue to explore options.

WOW: 35 people are already registered for the ride. Julie Kosbab has put together a wide ranging PR program to promote the ride. Sponsorships are in kind and will not add to ride revenue. We are making excellent progress and planning is on schedule.

OUTREACH: The Highway 52/Lafayette Bridge is in the planning stages. There will be a planning meeting on Thursday, May 7th at Metro State. Representatives from the bicycling community should attend. Bike to the Twins and Bike to the Fair are both planned for this summer. Lisa Austin will send an announcement to ride leaders to set up rides with a State Fair destination.

MARKETING SPONSORSHIP The Atlas ad did not make it into the May newsletter. Communication will be tightened up to prevent dropping scheduled ads in the future. Lisa Austin needs someone to hang the sponsorship banner at the All Club Ride on Memorial Day.

TCBC RECOGNITION: The board decided to recognize the Ironman volunteers.

ANNOUNCEMENTS: The deadline for the next announcement is Monday, May 11th. The announcements will be called eNews going forward.

Respectfully submitted,
Laurie Holm
TCBC Secretary