

TCBC Board Meeting Minutes

October 4, 2011

Held at the Java Train Café, St. Paul

Recorder: Liesa Miller

Board Present: Patt Seleen, Richard Franco, Paul Frenz, Garry Glubka, George Hagemann, Tom Melcher, Liesa Miller, Jeff Ramberg, Gina Sapia.

Also Present: Roger Fickbohm, Kate Kovar, Gina McCrone, Doug Nelson, Jim Pederson.

SEPTEMBER MINUTES were approved pending the revision of one paragraph. Liesa will rewrite and email this to the Board for final approval.

WELCOME to new Board nominee Gina McCrone. Michele Brougher, the other new nominee, was out of town and not able to attend.

TREASURER'S REPORT

Roger had emailed copies of the new report formats to the Board and all agreed that the new format was easier to read. The Finance Committee will work on fine-tuning some of the categories/codes/Activity Centers to make different report topics easier to pull out. Patt thought this work could be finalized by the end of the year.

BUSINESS

Approval of 2011-2012 Budget

Tom presented the budget and highlighted some of the major changes from last year's budget. Among other things, club membership was projected to stay about the same, there will be no additional Atlas revenues, the advertising budget will be less (as recommended by the sponsorship committee), and the new jersey project should break even. The budget projects \$80,300 in revenues and \$83,000 in expenditures, for a net loss of \$2700. George noted that the Budget Committee discussed the need for a plan to spend down the club's assets in a thoughtful way, such as dedicating some of them to an endowment, a larger project, or several smaller projects. Patt thought this would make a good topic for the strategic planning meeting in January. The Board approved the budget.

Charitable Contributions

The Board approved \$2000 for charitable contributions to be distributed to the following organizations:

- Bicycle Alliance of Minnesota: \$1000 (Board contact: Paul, with George as backup)
- Minnesota Randonneurs: \$100 (Patt)
- Bolder Options: \$200 (Gina)
- Parks and Trails Council: \$200 (Garry)
- Transit for Livable Communities: \$500 (Richard)

The contacts will mail these contributions out with a note and will give Roger a copy for the financial files.

Web Report – Jim Pederson

Jim was all ready with his presentation but technical difficulties prevented him from showing it to the Board at this meeting.

Strategic Plan Review – Communications

Richard passed out the revisions to the plan worked on by Liesa, Richard, and Gina. The Board will talk more about these ideas at the next meeting. Highlights of the plan included:

2012:

- Work on e-announcement system and enhancing the use of the Facebook page
- Send out a survey to members to gather information about their desired newsletter content

2013:

- Phase out the printed schedule
- Reduce overall size and number of issues of the newsletter (to 8 issues per year)

Annual Meeting -- Patt

Patt will send out some email communications about presentations for the meeting and will work on a Powerpoint. A reminder announcement will go out in the ENews, and a reminder email will go out to ride leaders. Richard reported that the postcards are in the mail. 30 members have RSVP'd so far.

End of Ride Year Stats

The Board reviewed the policy of not posting end of ride year mileage stats on the web at the end of October. It was agreed we should have the last posted mileage report be dated October 15, with final mileage being reported at the Awards Dinner. Mileage reports for the new riding year will begin to be posted as of the end of January. Some ride leaders still need to be reminded to send in their ride reports. Patt and Richard will review these items with Michele.

Out-of-Town Ride Leader Expenses – Paul

Paul submitted some alternative language to clarify this policy. He will edit it into the existing policy and bring it back for all to review and vote on at the next meeting.

Facebook Page

Kate Kovar has moved forward with getting sponsors' coupons and promotions to display on our Facebook page. Also, the page has transitioned from a "Group" to a "Page" and 205 people have "liked" the page. There was discussion about who the moderators of the page are and what their responsibilities should be, and about the need to have good communication to all about who is doing what, especially when something changes. Patt felt we should have further discussions about our intended use of the Facebook page so we have a better handle on what we are doing with it and what function it serves. She will talk more with Val about this topic.

UPDATES

VOLUNTEER COMMITTEE: Jeff reported that the committee sees itself as a standing committee that will work to meet volunteer needs as they arise. They will stay out of the major events unless called upon to help. They are currently looking at possibilities for replacing Susie Anderson's activities as a merchandise volunteer. They received an inquiry from the Nature Valley Bike Festival regarding volunteers to work as course marshals and as racer escorts, but the committee did not feel that these types of positions were ones they wished to recruit for from within TCBC at this time.

JERSEY COMMITTEE: The committee has chosen not to hold a contest for the design of the new jersey. Patt will invite Michael back in November to present an update. The Board discussed some of the things that would be desirable in a jersey, including: that it appeal to both men and women, that it be made of good quality material, come in a full range of sizes and fits, and possibly have a full front zip. Also, safety colors are desirable. Samples from different companies would be helpful to see. Also, the Board would be interested in hearing about first concepts from the jersey committee before they move forward with full designs. Sticking with a set of signature colors might be a good way to create a recognizable brand for the club.

NEWSLETTER: Doug added a safety quiz this month. Paul will send him an updated safety article for the next newsletter. We have received a comment that we may be delivering too many to bike shops as they have a lot left over. Kate will check and see how many mailings are being generated for each bike shop and see if the quantity needs to be reduced.

SAINT PAUL CLASSIC: This went well; Lisa Anderson was the TCBC contact. 93 free TCBC ride coupons were given out.

NEW PAVED TRAIL: Doug announced that a new section of trail has been paved around Grass Lake, north of County Rd E and I-694.

THANKS!! To Garry and Tom, who are leaving the Board!

Next meeting will be 6:30 to 8:30 on **November 8 (*Note different date!*)**, 2011, at Java Train Café, 1341 Pascal Street N., St. Paul.