

TCBC Board Meeting Minutes

September 6, 2011

Held at the Theodore Wirth Home and Administration Building, Minneapolis

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, Kathy Horton, Kate Kovar, Doug Nelson, Joel Pade, Jim Pederson.

WELCOME

The Board was warmly welcomed to the Theodore Wirth Home and Administration Building by Jayne Miller, the current Minneapolis Park and Recreation Board Superintendent (and TCBC member).

JULY MINUTES were approved.

TREASURER'S REPORT and FINANCIALS

Roger and Gina will continue to collaborate on the format for reports. Gina has some ideas about how to put things in a cleaner format that should be easier to read. Roger has some ideas about adding details to ACH payments so that different check types can be tracked better in the future.

The Watermelon Ride netted \$4200.

Paul brought up the question of whether we should move to a calendar fiscal year. Patt said this has been talked about in the past and has not been acted on due to various negative points that may offset the positive ones. For example, the annual meeting must be held near the beginning of the fiscal year and it is difficult to have both an annual meeting and the traditional Awards Banquet in close proximity on the calendar. Gina did not see any tax benefits to making a change. However, Patt agreed that the Budget Committee should talk about this issue further at their next meeting.

Patt reported that a member made a \$75 donation with company match in recognition of the great job done by the ride leaders in looking after her on a recent ride.

In July the Board had authorized a donation of 2 jerseys to the Fat Tire Festival Silent Auction to benefit the Bicycle Alliance of Minnesota, but this was overlooked. In lieu of that donation, Roger sent a \$100 check to the Bicycle Alliance.

BUSINESS

Nature Valley Representative

Patt introduced Joel Pade, who has served as the Course Marshall for the Nature Valley Bike Festival. He will be acting as TCBC liaison to the festival and working on ideas for ways we can support each other this coming year.

Sponsorship Committee – Kathy Horton, Kate Kovar

Kathy presented the 2012 Media Kit brochure; it is ready to send to the printer. The printing has been donated. Updates include updated audience stats and advertising submission instructions. Otherwise the sponsor packages remain at the same prices as last year. The Sponsorship Committee would like to move ahead and have the Media Kits by October 1 to send out to sponsors. They will then follow up with face-to-face visits, will present sponsors with a thank you gift, and hopefully sign up the sponsors for next year. Ads for the January Newsletter need to be firm by early December.

The committee asked for approval from the Board on the following 4 points:

- To agree to offer a 10% discount to sponsors who will pay for the whole year up front (within 30 days)
- To approve payment of \$100 to Steve Scott for the final layout of Media Kit
- To approve up to \$600 for the purchase of the sponsor gifts (proposed gift will be a wall clock with the TCBC logo on the face)
- To approve the Media Kit

Richard made a motion, Paul seconded, the Board approved all 4 points.

In addition, the sponsorship committee set a revenue goal of \$18,000 and the Board recommended they move forward with using this goal for further budget discussions.

There was additional discussion about coupon use, whether sponsors know TCBC members are visiting their shops, how to alert members to good coupon deals, and whether coupons are less likely to be used by those who do not get a printed newsletter. Patt suggested that the E-News can be used to announce coupon deals, as well as the message board. The sponsorship committee will look into promoting coupons by using these media.

Nominating Committee – Garry

The committee has spoken with 13 or 14 people and have identified 2 candidates who are willing and available to serve on the Board in the coming year, and will bring great skills and interests to the Board -- Gina McCrone and Michele Brouger. The Board approved these candidates and Patt asked Garry to invite them to the October meeting.

Board Officer Discussion -- Patt

Patt started the discussion of how Board positions will be filled in the future. Next year Patt will be stepping down as President. Richard expressed his interest in the President position, noting that he will be juggling other personal commitments and may need to delegate some duties that Patt currently does herself. Liesa agreed to be Secretary again next year. Officers will be elected at the November annual meeting.

Volunteer Committee – Jeff

The Volunteer Committee has met once. Members are Clareyse Nelson, Marina Lim, Alex DeVerya, and Jeff. Jeff is the liaison to the Board. Dan Miller briefed them about all the things he did in his role as Volunteer Coordinator, and they agreed that it is a good idea to have a committee to share all the tasks involved. Some major events such as Watermelon have their own volunteer recruitment, but if they need help they can work with the Volunteer Committee.

Jeff will plan on trying to keep on top of upcoming events as discussed at Board meetings and then will be able to report back to the Volunteer Committee about needs, so last-minute scrambling for volunteers can be minimized. Jeff and Patt agreed that there should be a regular agenda item at Board meetings to go over upcoming needs. Jim Pederson told Jeff to let him know if there is anything he can do with the website to help with volunteer recruiting.

Budget Committee – Patt

The committee will meet on September 27. The Board will approve the budget at the October Board meeting.

Strategic Plan Reviews

Gina, Richard and Liesa will meet to review the Communication plan and will report at the October Board meeting. Patt, Tom and George will review the Leadership, Finance and Operations plan for the November meeting.

Halloween Ride Budget – Patt

Julie is working on the Halloween ride and has a south metro location picked out with a nice rest stop. The Board approved a motion to budget up to \$600 for the Halloween ride.

Out-of-Town Ride Leader Expenses – Paul

Paul proposed rewriting the language in the Extended (Overnight) Rides definition in order to clarify the policy regarding fees charged by ride leaders for expenses incurred in organizing out-of-town rides. A clarification will make it easier to understand what is allowed and how fees will be used. Paul will work on some alternative language for this. Richard pointed out that a ride leader can also potentially deduct expenses on their income taxes.

UPDATES

ALL CLUB RIDE RECAP: The ride was a success with 270-280 attendees. Many people commented on how nice it was to have the police escort through Minnetonka as the group left city hall.

NEWSLETTER: Everything fit and ads are all in.

MEMBER DATABASE REPORT: Membership for August was 1938. 32% have opted out of the printed newsletter.

RIDE STATS: George is validator while Michele is out of town. Things are moving towards being more automated and not requiring as much personal hands-on activity.

JERSEY COMMITTEE: Patt has not received an update from Michael McNutt at this time.

MERCHANDISE: Just 15 jerseys left. They will be offered on clearance for \$25 via Enews. Still no word on whether Hubbub mirrors can be obtained with TCBC logos. Diane Ziemer is talking with them about this.

BIKE U: No report from Mary Miller at the current time.

BIKES FOR KIDS: Dan Stulfa, who has an office above the Epic Grind in Wayzata, is interested in setting up a program to help get bikes to kids in need. Roger will talk to him about putting him in touch with other such programs.

RECOGNITION CORNER: Jeff submitted a write-up and distributed copies to the Board.

NEW BUSINESS: We will put a discussion of some ride designation issues on the agenda for next month.

ANNUAL MEETING: The announcement for the Annual Meeting on Nov 6 needs to be mailed out. It will also be announced in the ENews and in the newsletter. Steve Scott has the template for the cards to be mailed out, and Evie knows the details regarding the time and the place. An email notification is also technically possible as the member database has email information for members. However, the bylaws still mention notification by mail. Garry and Richard will look into getting the cards made and mailed out.

Next meeting will be 6:30 to 8:30 on October 4, 2011, at Java Train Café, 1341 Pascal Street N., St. Paul.