



August 6, 2018

Location: New York, NY

### **Minutes of the Joint Meeting of the Board and Council**

#### **Board Attendees:**

1. Andrea Mercado, President
2. Allan Friedman, Vice President
3. Sarit Levy, Secretary
4. David Meltzer, Day-Trips/Rides Coordinator (joined via telephone)
5. Maureen Gaffney, Membership Co-Coordinator (joined via telephone)
6. Steve Lyon, Co-Treasurer (joined via telephone)

#### **Council Attendees:**

1. Wendy Frank, Communications Co-Coordinator
2. Alfredo Garcia, Communications Co-Coordinator
3. Doug Von Hoppe, Weekend-Trips Coordinator
4. Chris DeMeo, Member-At-Large

A quorum being present, the meeting was called to order at or about 7:00pm.

With slight revisions being made to the minutes of the meeting of July 9, 2018 that were previously distributed to the Board members for review, there was a motion to approve the minutes, as revised. The motion was seconded and the vote concluded with unanimous approval.

The treasurer reported the bank credit and debit transactions for the month of July.

The Day-Trips Coordinator gave an update on the status of the day rides' schedule. It is generally going well.

There was a discussion on having a Ride Leaders' Social event during September. Event ideas were suggested such as having the event at a bowling alley or roller derby. The club could provide or pay for appetizer-type refreshments and have the event location provide a one-drink credit to each attendee. Ideas were discussed for organizing a Ride Leaders' Forum in the Fall in order to schedule rides on the ride calendar for the Fall season. A suggestion was made to ask

Josh Gosciak to speak at the Leader's Forum to describe how he plans rides ahead of time. The Day-Trips and Communications Coordinators will discuss planning for this event.

The Weekend Trips report and discussion included the following plan ideas for the coming year:

1. Download list of weekend trips that occurred during this past year and contact their trip leaders to find out if they're planning to run the same weekend trips again next year;
2. The weekend trips being planned for the coming year of 2018-2019 should be announced at the Leadership events mentioned above;
3. Weekend Trip Leaders will be asked to submit their weekend trip financing proposal and approval request forms by a date in October;
4. Can create place holders on the club's ride calendar for the planned weekend trip dates for 2018-2019; and
5. Jerseys can be made ahead of time for the weekend trips. Leaders need to plan ahead if they want to have jerseys created.

Weekend trips have been very successful this year. There was a discussion on the frequency of weekend trips. There is a Fall weekend trip being planned. There was a discussion on whether or not weekend trips should break even as far as costs. There was a consensus that weekend trips should break even and leaders need to be fiscally responsible and if a trip makes a profit, then the leader of that trip who anticipates a shortfall on another weekend trip can use the first trip's surplus to pay for the second trip's shortfall. This option should be available for Leaders who lead more than one trip in a year.

Annual signature events that need to be scheduled on the club's calendar one year in advance:

1. Member Forum(s)
2. Leader Forum(s) – a suggestion was made to organize one at the beginning of each season
3. Summer Streets
4. Holiday party
5. Weekend Trips

Allan volunteered to get the past year's calendar so that the Board can review it and plan the same events for next year.

It was reported that Erik Gonzalez has agreed to help with the holiday party planning. Communications will add Erik Gonzalez to the Council Google Group email distribution list. A suggestion was made that our holiday parties should occur during a weekday and not on a weekend because it is more expensive to hold a party on a weekend. The annual holiday party can also be scheduled in January and it can be called an annual party instead of a holiday party or it can be called a "festivus for the rest of us".

Ask that Mark Guralnick, Membership Co-coordinator, provide a monthly report of the current membership list. This report needs to show members that have not renewed, members that renewed and new members that joined. There is a question about whether this type of list can be created from our website. Membership Coordinators to double-check. Wendy volunteered to send an email to Mark with the column name categories that are needed for this table that should include names, phone numbers and email addresses of the members.

Andrea will send a Send note to Ed Sobin asking if it's possible for our website programmers to provide us with the website feature of being able to generate membership retention reports. Report should show percentage of non-renewing members, compared to renewing members compared to new members. Also, we need the ability to post events which is not currently an available feature.

There was a suggestion to re-create the club's website with a language that is easier for more people to manage (as opposed to the Drupal programming language currently being used). If we make this change, we'll need to have a number of people who are to know how to use it so it's not just one person as is being done now.

Wendy knows a name of a computer programming company that we should contact in order to get a quote on rebuilding our website in another programming language. She will send this company's contact information to Allan.

There was a discussion on the club's new merchandise. There was a suggestion to have one of our future Board meetings at the location of our clothing supplier, Verge. In order to be able to see their other product options so we can expand our product line to include other items.

Wendy will contact Transportation Alternatives so that they can advertise our club's rides as "training" rides for their TA Century ride that is occurring in September.

Our website and e-weekly email will advertise the NY Bike Coalition event that is taking place in September. Some Board members may go to represent the club. Andrea and Allan will discuss going to this event. It was suggested that the club can cover the costs for Andrea and Allan to attend the event.

There was a discussion on the current use status of our website's message board. Club members do not use this website feature so perhaps we should create a Facebook page that allows members to create discussions. A suggestion was made to advertise our website's message board. However, Facebook is a more updated technology that more people use today. We can

include a link to this Facebook message board, if one is created, and to our club's Facebook page on the e-weekly email.

We currently have 2,360 Facebook Likes.

Allan, Andrea and Sarit are to be the nominating committee members who will determine the list of candidates to run for Board positions for year 2019.

There was a motion to adjourn the meeting. The motion was seconded and unanimously approved. The meeting was adjourned at 8:50pm.

<b>Summary of Approvals:</b>	
1.	Meeting Minutes of July 9, 2018, as revised

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**Meeting Agenda:**

- I. Review and Approval of the Minutes of the meeting of July 9, 2018
- II. Reports:
  - Treasurer
    1. Monthly transactional summary
  - Day Trips
  - Weekend Trips
    1. Doug summary of how they have gone and what remains
    2. Discuss attempts at advance scheduling. Maybe requiring a lead time?
  - Membership
    1. Holiday party - we should get going on this - Report that committee formed. Ask for input on parameters for site and date selection
    2. Agree to a schedule of socials for remainder of year
    3. Clarify comments that there are no issues regarding membership
  - Website
  - Begin conversation about long term plan for this
  - VP's report on merchandize
  - Marketing / Communications
    1. Discuss attending NYBC Summit in Albany
    2. How to "reply all" to e-mails that come into multi-user accounts like "info@5bbc.org" for example
    3. Opening up Facebook - becoming or creating a "group" or "forum" for a conversation among members and with the Board. Moderated or unmoderated?
- III. Nominating Committee appointments
- IV. Other Business
- V. Adjourn