

CBC General Membership Meeting Minutes

October 16, 2017

Chattanooga Outdoors

Meeting called to order at 6:08 PM

Presiding: Martin Penny

Officers present: Gray Fletcher, Tom Jamison, Lou Pape, Daisy Blanton, Michelle Anderson, Sharon Russell

Others present: David Ward, Don, Fletcher, Matt Mallett

Agenda items in **bold**

○ **Approval of September Meeting Minutes**

○ President - Martin Penny

○ **3S/3M**

Discussion centered on projected financial profit/loss, perceived risks, 3S3M as a legacy cycling event, and its impact on club membership.

From a financial profit/loss standpoint, it was discussed that the club would be able to absorb a loss, but would be unable to do so more than once, so that a loss this year would likely signal the end of the event for the foreseeable future. That line of thought was countered by arguments that sponsorship could be obtained that would offset the projected financial loss, and so should not be a deciding factor.

Of other concern is that with the Hincapie Gran Fondo being held on the same day as 3S3M, it may be difficult to obtain adequate resources upon which 3S3M relies, including traffic control in Chattanooga (CPD) and in Marion County. It was also discussed that Dade County (required for Burkhalter Gap) presents a risk, as they pulled out last year, after having already committed to the 3S3M event.

Some see 3S3M as the event that defines CBC as a cycling organization. It enjoyed great success in its prime, drawing upwards of 2000 riders in its heyday, and was ranked as a premier cycling event for many years, attracting riders from all over the US. It was an event upon which the club could “hang its hat”, so to speak. (It was noted, though, that in recent years, the majority of participants have hailed from neighboring areas, making it more of a regional rather than national event.) There is concern that if the club does not host 3S3M in 2018, the momentum needed to pick it back up and carry it forward in future years will be lost.

Of concern to several is the fact that the event does not garner the support of the average club member. Very few members participate as riders, and it has become difficult to enlist volunteers to perform the many tasks required to hold the event. Some members have expressed that they perceive 3S3M to be a mere money-making enterprise, run by a hired event director, and thus do not perceive their participation to be critical to its success.

Of even greater concern, though, is that club membership and participation in general is declining. There is strong sentiment among some present that board members’ energies would be better spent in

focusing on revitalizing the club as an organization and hosting events that would better appeal to the general membership.

After much discussion, a motion was made to suspend the 3S3M event for 2018. The motion was seconded and carried by a vote of 5 to 2 with 3 abstaining.

- **Officers for 2018 – critical “must-fill” positions in RED**
  - **President:** Martin stepping down.
  - Vice President: currently open, Martin willing to fill position
  - Treasurer: Gray stepping down, Sharon willing to fill position.
  - **Secretary:** Will need filled if Sharon assumes Treasurer position.
  - Road Ride Coordinator: Tom stepping down.
  - Membership Director: Lou stepping down. Matt Mallett willing to fill position
  - Advocacy Director: ? (Phil not present)
  - Communication Director: Daisy willing to remain in position.
  - Social Director: Michelle stepping down.
  - Social Media Director: ? (Susan not present)
  - At Large (2 positions): ?? (Mike not present)
- **End of year financial disbursements** – agenda item, but not discussed
- VP – Open
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- Treasurer - Gray Fletcher
  - **Financial reports**
    - Submitted – no discussion
  - **2018 budget – (budget for 2018 must be approved at next month’s meeting)**
    - Gray presented a 2018 budget workbook based on years 2016 and 2017. The workbook includes 3S3M event income & expense projections based on a \$55 entry fee, the elimination of all optional expenses (timing chips, moto support, etc.), reduced donation amounts to rest stop volunteer organizations, and reduced event director fee. Assumes jersey purchases by 30% of participants.
      - For 800 riders – a projected **profit** of \$2472
      - For 500 riders - a projected **loss of (\$6417)**
      - Note that 2017 event drew ~830 participants, and participation for 2018 is expected to be significantly lower due to competing Hincapie event.
  - **Resignation and replacement of treasurer**
    - Gray will be stepping down as treasurer at end of year. Gray has approached Sharon, who is willing to serve in this position in 2018.
  - **Hiring bookkeeper for 2018**
    - Gray has provided bookkeeping services at no cost to club during her tenure as treasurer. With her retirement from this role, she recommends that the club hire a bookkeeper, and has obtained a quote from an associate at the rate of \$125/month, plus \$500 for tax return preparation. (Prior year tax prep fee was \$1400). The monthly rate could be lowered if the

club does not hold 3S3M event. Gray motioned that the club budget \$2000 for bookkeeping services. The motion was seconded and approved.

- Secretary - Sharon Russell
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- Event Director (acting) – David Ward
  - **3S/3M planning – for discussion and expense approval:**
    - Permit (City of Chattanooga) – application/approval status
      - Application has been submitted, but permit not yet issued. Decision expected by next week.
        - Risk – CPD traffic control resources - due to competing event.
        - Risk - course routing –25 and 62-mile routes will return same path as Hincapie participants.
    - Venue options
      - Chattanooga Christian School – details and pricing:
        - David and Daisy visited CCS. Excellent facilities with plenty of parking. Geographically well positioned for start of routes.
        - \$3500 – Friday evening (registration/packet pickup), Saturday event
          - \$2500 use of facilities, including restrooms/showers and parking
          - \$500 table rental
          - \$500 (est) for post-event cleaning service
      - Finley Stadium (cost comparison) - \$8000 (includes parking lot rental)
      - Stratton Hall (cost comparison) - \$7300
    - Participant registration fees – proposed pricing and discounts
      - \$55 per person with \$10 - \$15 discount for club members
    - Event apparel - cost comparison - Verge vs others
      - No competing costs presented.
      - Prior year jersey cost were \$33-35 per jersey
    - Dade County Sheriff’s Dept – patrol requirements and cost
      - \$3500 - includes \$800 rental of patrol cars
      - David reports that Dade county is “on board” for 2018 event.
    - Rest stop support & volunteer donations
      - Dade County High School Boosters
      - Bryant Fire Dept
      - ...
    - Post-ride food and beverage options
      - No alcoholic beverages allowed at venue site
      - David exploring other options
- Road Ride Coordinator - Tom Jamison
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- Membership Director - Lou Pape
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- Advocacy Director - Philip Pugliese (not present)
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- Communication Director - Daisy Blanton
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- Social Director - Michelle Anderson
  - **Updates on End of Season Event**
    - 15 RSVPs received to date.
    - Meal at 12:30
    - Rides
      - Martin's "Weird Bikes" social ride will begin at 11:00 AM – distance 12-15 miles with no significant climbs.
      - Lou's moderate ride – to be posted on calendar. Time/distance will allow riders to also participate in Martin's ride.
      - Tom's mountain ride – has been posted on ride calendar.
  - **Updates on January Annual Meeting**
    - Chuck Puglisi to emcee
    - Peggy Olson will present slide show
    - Door prizes - Martin, Gray, Matt to check with local bike shops.
    - Agenda –mingle/social hour, food, recognitions, vote next year's officers
- Social Media Director - Susan Lawton (not present)
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- At Large - Mike Hartline (not present)
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- At Large - 2nd position – Open
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- Old Business
- New Business –
  - Matt Mallett - requested budget funds for a CBC event tent to be used to promote CBC at area events.
  - Martin encouraged support of the Madzin ALS Awareness Ride at Apison Elementary School on 10/29/17
- Adjournment: 8:00 PM
- Next Meeting – November 20, 2017 at Outdoor Chattanooga

Respectfully submitted by Sharon Russell, Secretary