

CBC General Membership Meeting Minutes
July 16, 2018
Outdoor Chattanooga

- Meeting called to order at 6:04 pm.
- Presiding: Joe Lodato

Officers present: Michelle Anderson, Daisy Blanton, Ben Keim, Joe Lodato, Tony Perri, Chuck Puglisi, Phil Pugliese

- Others present: Rich Rudner, Lou Pape

Agenda items in bold

Call to Order – 6:04 pm.

Approval of May Meeting Minutes – Motion: Ben, seconded: Daisy. Vote: Approved.

President- Joe Lodato

Greeting and message from the new club President - Joe stated that he is honored to serve as the club President. He started the meeting by letting members know that he welcomed having open discussions. He relies on their voice and feedback on various items. Joe stated that members are all volunteering their time and he thinks meetings should be fun.

Athletic Reg.com Octoberfest Half Hundred bike ride – Joe discussed receiving an email from Barry Allan, AthleticReg.com, regarding the upcoming Octoberfest Half Hundred bike ride and that CBC was sponsoring the ride. Members discussed and referenced June minutes that stated the CBC would be a sponsor in name only and promote the ride on the CBC Ride Calendar. This event will take place on October 27, 2018 in Jasper, TN with 50 and 30 mile rides. The ride will be \$25-\$35 based on registration times. Mike had coordinated with Barry Allan about this ride. Members discussed talking to Matt about setting up a CBC booth at the event.

Action: Joe will touch base with Barry about the event.

Vice Presidents – Tim Blaes, Joe Lodato, Tony Perri

Shannon Burke email – Peggy forwarded an email from Shannon Burke stating his interest in working with the club on bringing 3 State 3 Mountain back. He offered to bring the ride back in a fall date in October to avoid Hincappie time slot and to have it in place of the Chattanooga Challenge. Tony Perri inquired to members if they wanted to work with Shannon on 3 State 3 Mountain type ride and if they wanted his help. Several members stated that Shannon is a good event coordinator and they were willing to work with him. Ben stated that 3 State 3 Mountain has name recognition. Also, he sees people on rides wearing the jerseys. Joe stated that he would like to keep the name 3 State 3 Mountain and do the event. Others expressed interest. Phil stated that the club needs to withdraw the 3 State 3 Mountain City of Chattanooga permit for the same date as the Hincappie Grand Fondo.

Action: Phil will withdraw the current 3 State 3 Mountain permit.

Treasurer – Sharon Russell – Not present. She emailed members the Monthly Financial Statements. No discussions.

Secretary – Michelle Anderson – Tony sent her several emails about the CBC not having representation when they publish cycling articles in the Chattanooga Times Free Press. Tony stated that he and Phil are working together to talk with staff at Chattanooga Times Press.

Road Ride Coordinator – Peggy Olson – Not present, no discussions.

Membership Director – Matt Mallet – Not present, no discussions.

Advocacy Director – Phil Pugliese – Presented information about the Moon River Festival (Bluegrass Festival) on Saturday, September 8- Sunday, September 9, 2018. The event sold out with 10,000 tickets, however there are several tickets left for volunteers. Phil stated that Friends of Outdoor Chattanooga are volunteering and asked for CBC volunteers to help with bicycle parking and storage. River Street will be closed off to traffic, therefore they are anticipating concert goers to use city bicycles or their own. The event will be from 1:00 pm. to 1:00 am. Joe inquired about insurance for bicycles. Phil stated that people could get bicycle parking tickets to validate their liability. Members mentioned having a CBC Membership table at the event. Several members expressed interest in volunteering.

Action: Phil will send Daisy information to put into the Tailwind to get volunteers.

Phil mentioned new electric bikes through Outdoor Chattanooga and he will send article to put in Tailwind. He will also include Bike Chattanooga website.

Communications Director – Daisy Blanton – no updates

Social Media Director(s) – Michael Brown, Mikki Blaes – Not present, no discussions.

Survey Questions - update – Chuck distributed results of Satisfaction survey questions posted in Tailwind. There were 40 responses of active members. Overall most were satisfied with the club. Survey results were posted in the Tailwind and are on the website Members tab.

Members discussion of 3 State 3 Mountain survey results - Chuck stated that Survey #2 to gauge members interest in 3 State 3 Mountain event has so far had 31 responses. Chuck distributed the current responses. The survey is still open for responses on the Tailwind. Chuck stated that the club needs someone to analyze the survey results. The survey has been open for 3 weeks and has been distributed to 180 active members that receive the Tailwind. Chuck recommended keeping the survey open until August 8, 2018.

Tony recommended having another data set of people that are interested in outdoor activities. Rick made a comment about using Facebook and Twitter to gather more responses from non-members.

Members recommended leaving link to survey up till July 31, 2018.

Tony volunteered to analyze the data and review the comments.

Lou recommended sending survey email to each current member through Membership Works.

Ben recommended sending the emails to members the week before the survey goes down July 31, 2018.

Action: Daisy will give Tony the data results in an Excel spreadsheet of the Tailwind survey.

Group discussed the CBC jersey and how to tie that into the 3 State 3 Mountain Survey.

Jersey Committee will decide three designs by August 1, 2018 to be presented to the general membership for vote.

Rich recommended leaving the 3 State 3 Mountain survey open with Jersey vote survey to members. He recommended deadline to complete both surveys by August 15, 2018.

Group decided to roll 3 State 3 Mountain jersey survey into the Jersey vote survey. Survey Monkey tracks if people already responded to 3 State 3 Mountain Survey. Chuck was concerned that free Survey Monkey may limit survey to 100 responses. If more surveys it will cost \$32 per month, no contract. The group agreed to pay the \$32 a month as needed for the extra surveys.

Action: Members will be sent both surveys together. Members will vote on jerseys A, B or C that will include photos and/or graphics.

Action: Ben will send Chuck questions for jersey vote survey.

Action Plan: Tony will analyze data and spreadsheet with Mail Chimp data from the Tailwind.

At Large 2nd position – Ben Keim

Ben presented idea of having other logos on jersey such as Outdoor Chattanooga, Bike Chattanooga. Lou mentioned having the Paralyzed Veterans Racing Team logo because the club sponsored them in the past. He also mentioned bicycle shops logos on jerseys. Several members stated not to pursue at this time but to have bicycle shops sponsor in the future jerseys.

Old Business – no discussions

New Business

Rich stated idea of having a publication in the bicycle shops with CBC information and rides. Would publicize the club. Recommended using print company and have magazine ads from Nike, Cervelo, and local bicycle shops. This could be for tours/rides as a quarterly publication.

Tony stated this publication could be used for increasing 2019-20 memberships. Lou stated that the issue is retaining members.

Joe received a community outreach email from United Way. They want to meet with CBC about memberships through Venture Forward. Several members stated they did not feel CBC was part of United Way's mission. *Action: Joe will follow up with contact.*

Bicycle Ride Across Tennessee – Sharon sent Joe email about this ride for the TN State Parks. It will be put on the Ride Calendar and Tailwind.

Action: Joe will forward email to Peggy to post on the Ride Calendar and Daisy to put in the Tailwind.

Chattanooga State Intramural Event August 29, 2018 – Joe mentioned email from Kevin Clay is the Intramural Coordinator, regarding Chattanooga State's upcoming event. Students will have access to Rock Climbing walk and inquired about CBC being involved in the Pedaling for Pancakes or Cycling for Subs events. Lou recommend Joe forward email to Matt the Membership Coordinator.

Members expressed interest in participating in Chattanooga State event since they are frequent users of the Riverwalk that is adjacent to the college.

Next Meeting Agenda items:

- Memberships - Group Rides
- 3 State 3 Mountain Survey to wider population - Facebook, possible Snapchatt, Twitter

Chuck inquired about Tony doing analysis for both Survey 1 and Survey 2. Tony agreed to do the analysis for both surveys. Tony also stated he could assist with questions for wider populations using the website link.

Motion to adjourn made by Tony. Seconded: Ben. All approved. Meeting ended at 7:28 pm.

Next meeting – Monday, August 20, 2018 at 6 pm. at Outdoor Chattanooga

Submitted by:

Michelle Anderson
Secretary