

**CBC General Membership Meeting Minutes**  
**December 10, 2018**  
**Outdoor Chattanooga**

- Meeting called to order at 6:01 pm.
- Presiding: Joe Lodato

Officers present: Michelle Anderson, Daisy Blanton, Joe Lodato, Peggy Olson, Ben Keim, and Sharon Russell. Others present: Shannon Burke, Ted Dirkeron, Lou Pape, and Rich Rudner

**Agenda items in bold**

**Approval of November Meeting Minutes** – Motion: Sharon, seconded: Ben. Vote: Approved.

**President-** Joe Lodato

**Cycle Sequatchie - Memorandum of Understanding with figures** – Shannon Burke presented a draft MOU between the CBC and Velo View Bike Tours for next fall's Cycle Sequatchie. The event will be on October 5, 2019. Sequatchie County government officials are supportive of the event. Shannon is confident about developing various partnerships. Shannon is developing a draft event website and will send that to the board members. It is not public yet. The website will have event information, including the routes and info about the Outdoor Expo. The Expo event will feature local businesses and outdoor recreation & conservation groups.

Shannon stated that Velo View and the CBC would split the profits, which will depend on the number of participants and number of sponsorships (estimated somewhere between \$5,000 to \$15,000 in net profit). He estimated \$12,000 in expenses, which will be reduced with sponsorships.

Lou asked if there would be official event jerseys, and Shannon stated that there would be.

*Next Step: Shannon will send Board members a link to the draft website, so they can learn about the details and provide feedback. Shannon will provide a finalized MOU at the February meeting.*

**Treasurer** – Sharon Russell

**Monthly Financial Statements** - She emailed members the Monthly Financial Statements. Sharon did state that net appeared higher than 2018 budget prediction due to clothing income for which the expense had not yet been deducted. No discussions

**2019 Budget** – Sharon and members discussed the 2019 budget. Sharon highlighted various budget items. Lou and Sharon proposed \$15,000 expenses for Cycle Sequatchie event. Also proposed to budget \$17,000 in revenue for the event. (Income/expense amounts are conservative estimates based on Shannon Burke's MOU with some cushioning for unexpected expenses and less than expected turnout.)

Merchandise Sales for new Jerseys expected to be around \$1,000 for 2019.

The board decided no club-subsidized jerseys next year; however, members will be able to purchase them at club cost. 50% of the jersey order has been paid, and the remaining \$3200 will be due in January, and will be charged against the 2019 budget.

Professional fees are \$2,000 for bookkeeping and tax preparation services.

Promote cycling - \$265 Affiliations and \$1,000 for Other (TN Bike Walk, etc.)

Social Events - \$3,500 – The group discussed cost such as the Annual party at \$2,000, Ride Leaders pizza party \$400 and \$1,100 left for Spring Kick Off, Fall End of Season and possible July 4<sup>th</sup> events. The board decided to keep the \$3,500 amount.

Motion to approve 2019 Budget: Joe, seconded Ben: Vote: Approved.

**Vice Presidents** – Tim Blaes - not present

**Secretary** – Michelle Anderson – no discussions

**Road Ride Coordinator** – Peggy Olson

**Bicycling Festival in Collegedale** - Peggy attended a meeting in Collegedale regarding a new bicycling event. Others present were Velo Vixens, Southern Velo, and community leaders. On April 27, 2019 there will be a Bicycling Festival in Collegedale. The events will involve classes in cycling and short family-oriented rides around the area. This event's purpose is to attract people to Collegedale. Southern Velo is going to do some mountain biking. If the club participates an event idea must be submitted by January. Joe and Ben mentioned leading rides on the Greenway and Tallent Road and a potential scavenger hunt. The group discussed a 4-mile social loop for family rides.

*Action: Joe will discuss with Cathy and scout out the area. Ben will assist with the event because he knows the area.*

*Joe will also talk with the coffee shops about the event.*

**Discussion about Facebook usage for marketing and communication with members**

Peggy stated that the CBC Facebook page is underused. She recommended having the regular Facebook page to promote but also have a group Facebook page. On the group page members could post rides as events, sell bicycle stuff and post other bike related topics. Tailwind was mentioned as being a potential group. Post notification in the Facebook page along with ride pictures and videos. Rick mentioned that Facebook will not allow 2 Facebook pages. Administrator must post notification and events. He did state that you can have a Group within a Facebook page.

Membership Director – Matt Mallett – not present, no discussion

Advocacy Director – Phil Pugliese – not present, no discussion

Communications Director – Daisy Blanton – no discussion

Social Media Director(s) – Michael Brown, Mikki Blaes – not present, no discussion

At Large position – Ben Keim – no discussion

**Old Business**

**Nominating Committee** – Peggy Olson – Slate of CBC Board Members for 2019 are:

President- Joe Lodato

Vice President- Ben Keim

Treasurer- Sharon Russell

Secretary- Michelle Anderson

Road Ride Coordinator- Peggy Olson

Membership Director- Lou Pape

Advocacy Director- Kat Volzer

Communications Director- Daisy Blanton

Social Directors- Beverly Short and Patti Nihells

Social Media Director- Mikki Blaes

At Large- Rich Rudner

At Large- Barry Matlock

**Outreach proposal** – Rick Rudner presented the Chattanooga Bicycle Club – Outreach Outline. The outreach plan will involve developing and implementing over 3 years with other members. The outline had five databases:

Rides- Provide clearing house for all rides in the region. Create template of safety for CBC to use on rides and to use on bicycle shop rides. Offer more rides with various schedules.

Volunteers – Maintain list of volunteers and their interests. Trade “high school and college memberships” for ride volunteerism.

Bike Shops – CBC membership discounts offered to customers with bike or accessories purchase and/or repair. Scott’s Bicycles wants to work with CBC by organizing a meeting with other bicycle shops to discuss partnerships.

Affiliations – Invite other local bicycle/athletic clubs to join the CBC as a group. These Affiliate Members would have CBC membership perks such as rider insurance and GPS services.

Membership – Have memberships for family, students, industry and government.

To promote this and the many other reasons for becoming involved with the CBC, Rich recommended producing PSAs featuring what the Club has to offer the community as well as other videos for playback on the CBC Website. Examples include an Introductory program, a special welcome to riders new to the area, and ride or event-specific videos.

Additional recommendations include developing media contacts, submitting Press Releases on a regular basis, enhancing Social Media presence (i.e. Facebook, Twitter, and Instagram)

To promote this to other groups Rich recommended having Ted talk videos, PSAs on website and submit press releases to media.

Next Steps - Create Organizational Team of Board and General Members, Bike shop owners and ride sponsors. Develop 3-year Strategic Plan with program details, methodology and timelines. Once the plan is developed, individuals and team members will report back to the CBC Board regarding the various assigned matters will be discussed and submitted for approval.

Lou and Peggy mentioned that on Membership Works there were questions to members about volunteering and leading rides. Ben asked Lou had the questions and preferences been updated. The group discussed having yes or no questions regarding their interest in volunteering and leading rides. *Action: Lou will check Membership Works to see if membership renewals have the questions.*

Joe will present these talking points about the Outreach Outline at the Annual Meeting. Items he will discuss are the Clearing house ideas, Influence of bikeways legislation and Affiliate members being able to post rides on the calendar.

### **Annual Meeting – budget, menu, door prizes, location, decorating committee**

Social Directors could help with the event. Lou is having Olive Garden cater with Pasta Chicken dish and Vegetable dish with red sauce. Salad and breadsticks will be provided. There will also be lasagnas served. The food cost will be \$850-\$900. The rental room fee is \$425.

Agenda for the meeting was discussed.

Rich offered to create a video utilizing footage shot by Ted, Marty, and himself, as well stills provided by Daisy, Peggy and others.

The group decided no board members gifts. Certificates were mentioned.

The group needs to set up in the middle of the week. *Action: Sharon will check with Cadence Coffee Company about set up. Various board members agreed to set up.*

*Peggy will ask new Social Directors about assisting with the decorations.*

*Action: Michelle will send Annual Meeting agenda to the Board.*

For the Annual January 19<sup>th</sup> meeting, RSVP will be through Survey Monkey.

Door prizes will be drawn by members through having a fish bowl that matches the door prize numbers. The door prizes will be 2 \$25 gift certificates at various bicycle shops with other items they want to donate. Ideas were discussed such as free tune up. Members that gather door prizes will find out of bicycle shops offer CBC members any discounts. Door prizes list are:

Battlefield Bicycles & East Ridge Bicycles - Michelle  
Suck Creek - Daisy  
REI - Joe  
Trailhead Bicycles (Cleveland) - Joe  
Scott's Bicycles - Peggy  
Cycle Sports - Joe and maybe Shannon Burke (knows owner)

**Tee shirt/Hoodie update** – Lou will be at Owens and East Ridge Bicycles to distribute the tee shirts and hoodies. He will send out emails about the exact dates and times. He will mail remaining orders to members. T-shirts on sale on the website will be shipped to members. There will be a one-time offer to purchase the hoodies for a 10%-member discount. Lou will purchase long sleeve hoodies for Annual party door prizes.

### **New Business**

**New Ride Calendar** – Membership Works has a calendar that Lou is developing. Lou is working on the new ride calendar that will be color coded for CBC rides and other rides. It will also be designated for leisure and climbing rides. He is working on the software. The only drawback is that reoccurring rides must be entered by an Administrator. Ride leaders will have the capability to create and cancel rides. Photos can be put on the calendar and maps. The software also has the capability to administer event tickets and RSVP for social events.

**Tours England** – Sharon stated that Andy Brown contacted her. He has a bicycle touring business in Huntsville that tours in England. He wants to present information to members about his touring company. Board members recommended that he write an article for the Tailwind. Other bicycle touring companies such as Shannon Burke's and Jim Johnson's may also have articles in the Tailwind. Rich offered to write articles of the bicycle touring companies with links to their websites. Board members also recommended the various bicycle touring companies attend the October 5, 2019 Cycle Sequatchie Expo.

Motion to adjourn: Rich, seconded: Peggy. Approved. Meeting ended at 8:25 pm.

**Next meeting – Saturday, January 19, 2019 at 6 pm. at Cadence Coffee Company**

Submitted by: Michelle Anderson, Secretary