

Chattanooga Bicycle Club – OUTREACH DISCUSSION GROUP AGENDA – 03/18/19

- I. Review Outreach Proposal Outline.
- II. Discuss Program Objectives.
- III. Examine Proposal aspects which have been previously attempted and the reasons these attempts failed/partially succeeded or succeeded but were later discontinued.
- IV. Determine anticipated obstacles to achieving Program goals.
- V. Determine which Program aspects are doable.
- VI. Develop a potential Timeline for Program implementation (probably staggered).
- VII. Decide Next Steps (e.g. organization, meeting with Bike Shops).

Outreach Proposal Outline

- I. **Objective** – Expand the membership base and influence of the organization by building on its well-established foundation, while encouraging greater, more diversified member participation in Club events and activities.
- II. **Create** – Additional reasons for riders of all ages, businesses, schools, and government to enjoy the mutual benefits of becoming involved in the Club and helping to promote its ideals and goals.
- III. **Involvement** – Board and others must agree to reach out to general membership to actively participate on the Program’s teams, committees, and other aspects for this Plan to achieve success.
- IV. **Five Databases** – Development, Administration/Management
 - A. **Rides**
 1. Neutral Clearinghouse for all rides in tri-state area.
 2. Enable more riders to participate in more rides by reducing date conflicts and offering different ride types on same dates whenever possible.
 3. Create Template for rides to be CBC Registered Ride; helping to assure all CBC-branded events are well produced by their promoters.
 - B. **Volunteers**
 1. Establish and maintain list of volunteers, including experience and desired areas of interest.
 2. Make database available to ride sponsors who may be active family or industry members or who pay a fee for such access.
 3. Trade “high school/college memberships” for ride volunteerism.
 4. Overall goal is to obtain international recognition for CBC Registered Rides as having among the safest, most diversified, and best administered events anywhere.
 - C. **Bike Shops**
 1. Each shop is identified by brands carried, specialty services provided, and rides sponsored.
 2. Access to Volunteer Database.
 3. CBC membership paid by Shop with bike purchase.
 4. Shops offer retail purchase and service discounts to CBC members.

D. Affiliations

1. Eliminate club conflicts and make the CBC “younger” by inviting other local bicycle/athletic clubs to join the CBC as a group.
2. These Affiliate Members would then be able to take advantage of CBC member perks (e.g. rider insurance, GPS services).
3. CBC Affiliate Membership fee which would be at a substantial discount based upon the number of members in that group.

E. Membership

1. Family
2. Individual
3. Lifetime (Honorary or Paid)
4. Students
5. Industry
6. Government

V. Communication – Online and Broadcast Promotion

- A.** Produce PSAs featuring what the Club has to offer the community.
- B.** Produce an Introductory Video for playback on the CBC Website (featuring a special welcome to riders new to the area).
- C.** Develop Contacts with and Submit Press Releases to Media on a regular basis.
- D.** Increase Website Real Estate Sales.
- E.** Social Media
 1. Enhance Facebook, Twitter, and Instagram presence.
 2. Initiate and maintain consistent page activity.

VI. Mutual Benefits – Virtuous Circles

- A.** Increased Brand Exposure
- B.** Heightened International Credibility
- C.** Enhanced Revenue
- D.** Establishment of Chattanooga area as an International Leader in the promotion of bike safety, ride access, and community health.

VII. Next Steps

- A.** Recognize that Pursuit of Member Involvement is critical.
- B.** Create an Organizational Team of Board and General Members, along with Bike Shop Owners and Ride Sponsors.
- C.** Develop a Proposed 3-Year Strategic Outreach Plan with Program Details, Rationale, Methodology, and Timeline required to execute the Plan.
- D.** Once the Plan is approved, teams and individuals will review and make recommendations to the Board as to their various assigned matters for discussion/approval.
- E.** General Program Promo Talking Points.
 1. Clearinghouse for Rides.
 2. New Revenue Streams.
 3. Influence on community decisions regarding biking road access, safety, etc.