



## Minutes of the March 6<sup>th</sup> , 2017 DBC Board of Directors Meeting

### PRESENT:

**President: Phil Coleman**

**Vice President: Martin Michael**

**Treasurer: Wil Uecker**

**Secretary: Jack Berger**

**Race Team Director: Atac Tuli**

**Philanthropy Director: Jackie Phillips**

**Tour and Ride Director: Dave Joshel**

**Director-at-Large, Double Century: Bill Bernheim**

**Director-at-Large, Foxy's Fall Century: Richard Waters**

**Director-at-Large, Ultra Cycling Events: Dan Shadoan**

**Outreach director: Martha Gegan**

### Members Absent:

**Membership Director: Jason Fearing**

### Also Present:

- **Mary James, Audio /Visual Manager**

### Meeting Convened at Tandem Properties at 7: 02 PM

### Reports of Directors and Officers:

#### Director-at-Large, Ultra Cycling Events: Dan Shadoan

- Dan reported on the recent 200K Brevet, with 46 starters and 44 finishers.
- The Gold Rush preparations continue: The location of Oroville control is a bit uncertain at the moment. All other locations are ok. We are still seeking a location in Taylosville.

#### Director-at-Large, Foxy's Fall Century: Richard Waters

- Rick mentions that last year he was given authority by the board to represent the interests of the DBC to the Napa County Board of Supervisors. He suggested transferring this authorization to Bill Bernheim, as he will be attending the next meeting.
- The board agreed that that either Rick or Bill or both can represent the DBC to the Napa County Board of Supervisors.

#### Director-at-Large, Double Century: Bill Bernheim:

- Bill has been in contact with Napa County requesting a waiver for the Double Century from some of their recently enacted requirements. This may be considered at the upcoming Board of Supervisors meeting.
- Double Century registration opened on the first of March. Because of work being done on the webpage, you cannot get to registration from the webpage. Bill has had numerous email contacts over this. The link is being repaired and Bill has been in communication with concerned applicants.
- Phil reported that he has asked Will to send a \$2000.00 check to Simon, our website conversion contractor.

#### **Outreach director: Martha Gegan:**

- Martha reported that she got a great response to the email she sent out about the SALAM Islamic Center in Sacramento: Barry Bolden arranged for them to get 30 helmets. Other DBC members made generous cash contributions to the center.
- Martha will be checking with them to see if they could use DBC help with their bike safety training.

#### **Old Business:**

##### **Club business cards and thank you cards:**

- Jack passed out generic DBC business cards. He noted that these would be handy to keep in you bike's seat pack to hand out when assisting non DBC riders. A supply of 500 cost only \$10.00.
- Martin will distribute them at the next membership meeting.
- Phil mentioned that directors for our big events could benefit from have personalized cards, and that there is a template for creating them on the Avery website (Avery.com).
- Phil notes that he has a supply of DBC thank you cards available as well.

##### **Allocation of club reserves:**

Phil reintroduced this topic. He mentioned that only a few officers or directors have come forth with requests.

- Dick Mansfield will request a few items for the shed.
- Wil enquired about the two expenditures for USB hall of fame items. Phil indicated that these will be considered if/when they are requested by the board's Hall of Fame liaison.
- Martin Michael, Vice President, presented a written request for a supplemental \$ 500.00 to enhance the general membership meetings. His proposal is contained in Appendix #1, below.
- A motion was made by Martha and Seconded by Atac, to add \$500.00 to the administration and meetings budget, with the understanding that it will be made available to the Vice President. The motion passed unanimously.

#### **New Business**

##### **A Tangible Incentive to Increase Volunteer Support for Distance Rides:**

- Phil, with the assistance of Mary James, made an Audio-visual presentation suggesting a way to increase volunteer participation in revenue generating events.
  - The club has always held the expectation that all members will volunteer, as noted in the membership application, and as a requirement for tours and Race Team subsidies.
  - In spite of that expectation, we have always been hard pressed to get adequate numbers of volunteers in a timely fashion for our events, often struggling until the last moment.
  - The "reward" for our volunteers has been virtue itself, and the satisfaction of participation.

- Phil suggested an alternative or additional reward in the form of a raffle ticket. He pointed out that people are motivated to buy California Lottery tickets with a chance of winning limited to one in 18 million.
- He suggested we set up our own lottery or raffle with a few attractive prizes, and a chance of winning of about 1 in 200. The Prizes could be cash or otherwise. The drawing could be conducted at the Holiday Party.
- He further suggested some rules for earning the lottery tickets.
  - Would apply to Davis Double Century and Foxy's Fall Century volunteers only.
  - Volunteers doing multiple jobs would get a ticket for each.
  - "Hard to Fill" jobs would get two tickets.
  - Eligibility for tickets would depend upon signing up two weeks prior to the event.
- Anticipated Benefits would include:
  - Less last minute begging for volunteers.
  - Less burn out in leadership roles, especially in those that involve volunteer recruitment.
  - More attendance at the Holiday Party.
- Phil made these final points:
  - He pointed out that an automated system for tracking volunteers is already in place
  - The recommended expenditure would be 2% of the Foxy's Fall Century revenues from the prior year.

#### Discussion:

- Several board members had reservations about the potential adverse effect of "monetizing" a volunteer effort.
  - There would be an increased administrative load.
  - There is the potential for hurt feelings which could discourage volunteering.
- Bill felt that requirement to sign up prior to the last two weeks could have the consequence of turning off last minutes volunteers.
- Mary mentioned that we are overlooking a lot of volunteer talent by not attempting to recruit non-DBC member volunteers.
- Martha made the comment that our typical email and listserv recruiting is impersonal. She felt that personal phone calls would be much more effective. Essentially the entire board agreed with this notion.
- Mary made the offer to take the position of volunteer coordinator, which was very well received by the board. She would like full board membership to support this position.
  - This would require a by-laws change.
  - She is willing to accept an "ad hoc" appointed position temporarily, until such time as the by-laws change can be made.
  - This was acceptable to all concerned, and Mary was welcomed as the DBC Volunteer Coordinator.

#### **Pending Board Vacancy:**

- Jackie reports that she is moving to Portland OR. She offers to stay on working remotely until the end of her term, attending meetings via Skype.
- Phil noted that her absence from a board meeting would mean that out quorum number is reduced.
- Atac suggested that she could attend in real time on skype or facetime, and her vote could count.

- Bill made a motion that board members may participate electronically and be considered to be present for purposes of determining the quorum and for voting. The motion was seconded by Dan. Motion passed unanimously.

#### **Volunteer Appreciation Party:**

- Phil presented the notion of DBC putting on an annual volunteer appreciation party, setting aside the occasion for event directors and team captains to personally thank their volunteers. The format could be similar to the holiday party.
- Several board members had objections to this format:
  - Bill mentioned that he would like the recognition to be given at the Holiday Party so that volunteers could be recognized in the presence of their peers as well as family members.
  - Several board members mentioned wishing to have recognition events take place immediately after the event so that out of town volunteers could attend.
  - Dan felt that the rewarding of volunteers should remain under the control of the event directors.
- Phil summarized the consensus of the board. Instead of one annual party:
  - Each major event director will have the discretion of holding a party at the time and place they determine.
  - The cost of the party would be deducted from the revenues generated by the event.
  - Time will be set aside at the Holiday Party for recognition of volunteers.

#### **Bicycle Adventure Club:**

- DBC member Bill Sbarra has a policy making role with the Bicycle Adventure Club.
- At a recent meeting, Bill was able to get the next leadership training seminar to be held in Davis.
- We will have about 40 persons from all over the country attending this event.
- Bike rides are part of the agenda for this group, and Phil and Bill have been discussing local rides as well as the possibility making loaner bikes available.
- There has been discussion of a reception by DBC and/or other local cycling organizations.
- This event will be in the fall of this year. The plans are very preliminary at this time.

#### **Adjournment: meeting adjourned at 8:56 pm**

Respectfully submitted,

Jack Berger  
Secretary, DBC Board of Directors.

Next membership meeting: Monday, March 13<sup>th</sup>, 7pm, Club Room, Veterans Memorial Building, Davis Ca.

Next Board meeting: Monday, April 3<sup>rd</sup>, 7pm, Tandem Properties, 3500 Anderson Road, Davis, Ca.

#### **APPENDIX #1 (from Michael Martin, Vice President)**

**I am asking for a one-time \$500 budget increase for 2017 to fund a big raffle at the end of the year.**

**Current Situation:**

- During our monthly membership meeting, we are giving out THREE prizes to raffle participants. These prizes have been items like tubes, socks and other bike maintenance tools
- The members seem to be well-equipped when it comes to those items.

#### Proposed Change

- The raffle system (1 ticket per membership meeting participant + 1 extra ticket if they came by bike) remains the same
- If their name gets picked, they can choose between winning a small prize (bike light, bottle, gift card...) OR they can choose not to get a prize and enter a BIG raffle instead which will be drawn at the Holiday Party.

#### The idea/calculation behind it

- We will have 10 meetings in 2017.
- Let's assume 15 people choose to go BIG and don't get a small prize worth \$10-\$15, that would mean, we save \$150-\$225 which we would transform into a big prize (hotel stay, steak dinner ...)
- WITH the proposed budget increase, this amount could be increased to >\$500 and split over 1-3 winners
- So far (Jan and Feb meeting), 4 out of 6 people entered the big raffle, the other 2 picked a small prize

#### Benefits/Ideas/Additional Comments

- Members can choose if they want a prize or not
- (Almost) no extra costs for the club
- Adds another reason for persons to attend the Holiday Party and the Membership Meetings
- Raffle tickets could be given out at other occasion/events or for volunteering

#### What if you decide against the proposed budget increase?

- In this case, I will use the "savings" from the deferred small prizes to buy a bigger prize
- There might only be one big prize instead of two or three.