



Minutes of the August 7th, 2017 DBC Board of Directors Meeting

PRESENT:

President: Phil Coleman

Vice President: Martin Michael

Secretary: Jack Berger

Race Team Director: Atac Tuli

Philanthropy Director: Jackie Phillips

Tour and Ride Director: Dave Joshel

Membership Director: Brian Gegan

Outreach director: Martha Gegan

Members Absent:

Treasurer: Wil Uecker

Director-at-Large, Double Century: Bill Bernheim

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

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

Also Present:

- **Kathy Coleman**
- **Richard Mansfield, Quartermaster**
- **John Steggall (arrived 7:32pm)**

Meeting Convened at 716 Kestrel Place, Davis CA at 7: 19pm.

Reports of Directors and Officers:

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

- Rick is out of town. Phil forwarded, on his behalf, two informational items about Foxy's Fall Century planning:
 - First: Rick has attempted to contact UCD about routing through a portion of the campus. UCD wants a fee of \$400.00 in order to initiate such a dialog. Rick is now considering all his options.
 - Second: the county is considering closing a portion of road 29 on the weekend of the Foxy's Fall Century. A simple route revision will circumvent this.

Philanthropy Director: Jackie Phillips (via Skype):

- Jackie is disbursing the extra \$5,000.00 that has been budgeted for Philanthropy.
 - Donations were made to Norcal Trykers, Citizens Who Care, Davis Bike Collective, Empower Yolo, and Tuleyome.
 - These entities will receive \$1000.00 each.
 - Jackie will be coordinating speakers from among our supported organizations, who will present information at upcoming DBC membership meetings.

Race Team Director: Atac Tuli:

- Atac mentioned that the July 4th Criterium was a success. The financial report will be forwarded to the board via email shortly.
- A freezer has been found (donated) that will allow for serving of ice cream sandwiches during the Foxy's Fall Century. Dick felt that it could be stored within our existing storage space.
- Atac announced that the Women's Race Team will be starting again. An organizational meeting will be held on August 25th at the USBHOF at 7pm. All interested parties are invited to attend. The event was announced on the DBC Facebook page. Marti Stephen of Sacramento has been instrumental in moving this effort forward.

Tour and Ride Director: Dave Joshel:

- Dave reported our last tour of the year (Archipeligo tour) is in progress right now.
- Dave is starting to plan for 2018. He is open to considering the hiring of tour organizers.
- Phil is planning, in the near future, to address the board with a staff report about touring. He will present some options, including using compensated tour organizers.

Membership Director: Brian Gegan:

- Brian asked the board if they would like him to prepare a summary of recent membership changes for each board meeting.
- Phil responded in the affirmative, and asked that an email, containing this information, be sent out to the board prior to each meeting.

Outreach director: Martha Gegan:

- Martha reports that she is contemplating a "Taco run" ride for an evening next week.
- Dave suggested a social ride with the Foy's bike shop group. Dave will look into it.
- Martin suggested using emails from time to time to remind folks about the upcoming regularly scheduled rides.

Website Committee chair: John Steggall:

- A critique of the current state of the website was completed about 6 weeks ago, with copies to all members of the committee. As well, Brian has written up a critique of his own.
- The committee will be meeting soon to review all this material and come up with a consensual plan.

Old Business:

Budget report:

- Wil submitted the current financial report before he left town.
- Phil quoted from the January 2017 supplemental expenditure report “The DBC money surplus exceeds \$120,000.00”. This was the impetus for enlarging the budget for the Race Team, Philanthropy, and for capital outlays. Along with some new significant economies, we have enjoyed better than expected revenue generation (especially from the Double Century). In addition, the Race Team has been very successful in securing sponsorship income.
- The current budget report indicates \$143,379.00 of reserves. Phil notes although there are a few outstanding bills from the Gold Rush Randonee, we are in a good position to continue to fund worthy projects.
- Martha asked for a review of the financial outcome of the Davis Double Century.
 - Phil reported that in round numbers, the Davis Double Century netted \$16,000.00 beyond expenses.
 - Of that, \$4000.00 was used for capital purchases such as ice chests, coffee makers, and pop up tents, leaving a net figure of about \$12,000.00.
 - Phil noted that the food budget was drastically reduced this year, which made a major contribution to the event’s profitability.

Supplemental Appropriation Requests:

- With the above in mind, Phil again asked for suggestions for supplemental appropriation requests.
- Martin mentioned the possibility of renting the Varsity Theater and showing a cycling related movie, in combination with a membership meeting. The cost is \$200.00 per hour.
 - Multiple board members were interested in screening the classic “Breaking Away”.
 - Martin suggested that it could also be done as more of a community event rather than a membership meeting. It could function as a venue for recruiting a few new members. Others suggested inviting the Foy’s bike shop group and to the new Women’s Race Team.
 - Phil made a motion: “to authorize the expenditure of up to \$500.00 to rent the Varsity Theater for an evening for the purpose of showing a cycling related movie of the VP’s choosing, free attendance for members and guests.” The motion was seconded by Atac.
 - The Motion passed unanimously.

March Madness: Dick Mansfield:

- Dick has been working with Adam Bridge to re-invigorate March Madness as a fundraiser.
- Adam has taken on the nuts and bolts of making the program work.
- Dick has been considering how March Madness might best support the community. In addition to our ongoing helmet program, he has been in discussions with the City of Davis about partnering with them to support the elementary school bike rodeos as well as the “safe routes to school” program.

- Once he is able to meet with the City of Davis in September, he will come back to the board with a concrete proposal, which may involve a supplemental appropriation. He hopes that the new program will attract wider participation by DBC members.

New Business

DBC clothing/accessories purchase program:

- Martin reported that he has been looking at using the company (Stitch it) utilized by the Race Team for casual apparel and accessories. (Kit orders remain with Voler).
 - This supplier could provide DBC logo items on demand, in any amount and at any time.
 - The supplier is local to Davis, and can provide one-day service.
 - This is an embroidery service. Silk screening is not offered.
 - 20 percent of the profits on the race team items are “kicked back” to the Race Team.
 - Martin sees this as a “no risk” venture for us, and would like to introduce this at the September membership meeting.
- Phil has been in contact with two other providers of clothing and accessories.
 - Phil reviewed our existing relationship with Voler, via Darell Dickey.
 - Phil also reports that the vendor we used for the DBC bandannas (Kotis Design) has a full line of clothing and accessories as well. Their products can be ordered as needed on line. Kotis Design is enthusiastically endorsed by the Cascade Cycling Club.
- In summary, Phil would like to consider the following:
 - DBC ceases to purchase and store club clothing and accessories.
 - Instead we use an on-line shopping venue that will allow individual orders at any time.
 - The consumer will be responsible for shipping, exchanges, returns, etc.
 - Volunteer efforts currently given to these tasks can be eliminated or at least reduced.
 - Voler is to remain the source for all cycling kits.
 - The three persons involved with DBC and Race Team clothing (Darrel Dickey, Dick Mansfield, and Jan Elsbach), along with the Vice President, will meet and consider how to reach these goals.
 - Their recommendation will then be reported to the President and to the Board.

California Bicycle Coalition Advocacy Nominees:

- Phil reviewed the request from the California Bicycle Coalition that we select five nominees to be considered for a potential award from them (CBC) in recognition of the nominees’ contributions toward bicycling advocacy.
- These awards are to be presented at the CBC meeting (in Davis) in October of this year.
- The CBC will make the final decision on which of our nominees will be selected.
- Phil has suggested that DBC pay for the dinners of all nominees and their guests.
- The board will go into executive session for purposes of discussing and selecting the five nominees. The process and results will be reported when we are again in regular session.
- Phil requested the consent of the Board to allow Dick Mansfield and John Steggall to participate in the discussion and vote during the executive session.
- The board gave unanimous consent to this proposal.

Executive Session: began at 8:20pm and ended at approximately 8:38pm:

- Multiple names were submitted.
- Each voter was to vote for 5 persons.
- The top five vote getters were:
 - Maria Contreras Tebbut
 - John Whitehead
 - Darell Dickey
 - John and Diane Swann
 - Russell Regan
- Phil will announce the candidates to the club shortly.

September board meeting date:

- moved to Tuesday the 5th of September

President's Comments:

Facebook:

- Phil recognized Martin's major contribution in resuscitating the DBC Facebook page. Having at one time doubted the value of Facebook, Phil is pleased to see the creativity and the topicality (same day photos) now evident on the DBC Facebook page.
- Martin discussed the management of the page...finding the "sweet spot" between "over posting" and irrelevance, and providing news and interest items that will be eagerly received.
- Martin solicited input and material for the page, but warned that he has to edit carefully.
- He has been able to network our Facebook page with others, e.g. the City of Davis and Sudwerk.
- In the future, he would like to have our Facebook page link to registration for the Foxy's Fall Century, and also to be a conduit for the purchase of Foxy's Fall Century merchandise.
- The board expressed its appreciation for Martin's efforts.

Bike Safety and Group Riding:

- In response to multiple club members expressing concerns over biking safety, Phil has met with a consortium of DBC members (Harvey Bush, Cliff Tipler, Dave Joshel, and Kevin McSpadden) to discuss what might be done to enhance safety on our rides.
- In association with our web site re-design, the notion of placing a prominent safety message feature on the home page of the web site has been suggested.
- Phil would like to see a safety "box" on the home page that would feature rotating positive safety messages, such as safe riding tips.
- To this end, Phil has written up a few safety tips to get the project started.
- John Steggall is working with Simon to set up the software to support this.
- John's idea is to have a safety box on the home page that correlates to separate web page devoted to an ongoing safety blog. The home page safety box might include a "teaser" segment of the main article, or could feature a link to the safety page or other materials.
- The motivation for this project is simply to promote greater safety awareness, and to encourage club members to submit ideas for greater ride safety.

Closing Comment from President:

- Phil thanked the board for its hard work and diligence in attending our meetings. We have never failed to muster a quorum.
- He also recognized the board's willingness to resolve contentious issues amicably.

Adjournment: meeting adjourned at 8:56 pm

Respectfully submitted,

Jack Berger
Secretary, DBC Board of Directors.

Next membership meeting: Monday, September 11th, 7pm, Club Room, Veterans Memorial Building, Davis Ca.

Next Board meeting: Tuesday, September 5th, 7pm, Tandem Properties, 3500 Anderson Road, Davis, Ca.