



Minutes of the September 5th, 2017 DBC Board of Directors Meeting

PRESENT:

President: Phil Coleman

Treasurer: Wil Uecker

Secretary: Jack Berger

Race Team Director: Atac Tuli

Philanthropy Director: Jackie Phillips

Tour and Ride Director: Dave Joshel

Membership Director: Brian Gegan

Director-at-Large, Double Century: Bill Bernheim

Outreach director: Martha Gegan

Members Absent:

Vice President: Martin Michael

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

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

Also Present:

- **Richard Mansfield: Quartermaster**

Meeting Convened at Tandem Properties at 7:05 PM

Reports of Directors and Officers:

Treasurer: Wil Uecker

- Wil submitted the club's latest financial data to the Board via email a few days ago. As a part of that communication, he reported that DBC was the victim of a cybercrime on August 22, 2017, in which we face a potential loss of \$6,800.00. The crime involved a fraudulent email that impersonated the club president, requesting a wire transfer of funds. Wil updated the board on this situation and presented some options for prevention of such losses in the future.
 - The fraud was detected within two hours and was promptly brought to the attention of the Federal Reserve and the FBI cybercrimes division.
 - It is possible that the funds may yet be recovered. Subsequent to the Board meeting, Wil received positive news regarding recovery prospects from the Club's bank, First Northern, but the matter remains unresolved. Wil expressed regret that he did not see

the emails as a ruse before acting on them and said he would keep the Club posted on the outcome.

- Wil has several concerns over ongoing cyber security:
 - Wil receives numerous legitimate emails per day, many with attachments that must be opened. These are the invoices submitted to him for payment. He is concerned about the danger of opening a potentially malignant attachment. This has not yet happened, but the risk of opening an attachment and releasing malware is far from trivial.
 - This risk is partially mitigated by his use of cloud storage for treasury records and frequent backups to an external hard drive for other types of data.
 - Wil proposes that requests for reimbursement come to him from directors only. The directors will need to collect invoices from their assistants and then forward them to Wil for reimbursement.
 - After lengthy discussion, the board agreed to certain security measures regarding validations of requests for cash and reimbursements. The Treasurer and the Board agreed on the details.

Race Team Director: Atac Tuli

- Atac reports that the freezer is in his garage and is functional. After the Foxy's Fall Century is over, it will find a home in the storage shed. The dimensions are approximately 37 x 31 x 27 inches. The freezer will be available for upcoming DBC events.
- Atac reports a podium finish (first place) at 2017 Henleyville Road Race for the Junior Race Team (Finn Thomsen).
- Atac has prepared Race Team policies regarding rules and regulations for the Race Team. This has been sent out for comments to the Race Team Board. The final product will be published on the website.

Outreach director: Martha Gegan

- Martha organized a dinner ride recently. The small group that attended had a great time. She hopes to put on another similar event in October, when more folks are done with vacations, etc.

Tour and Ride Director: Dave Joshel

- Dave reports that the touring season is now over. The club hosted 5 tours in 2017, spending less than \$500.00 of the club's money. This sum includes the snack rides. In other words, the revenues generated from participants came very close to covering the entire touring expense.

Membership Director: Brian Gegan

- Brian reports that we currently have 522 active members.
- We have had 7 new members join in the last week and 11 new members in the last month.
- Brian explained that we have 522 active membership records. Some of these are family memberships, which the software treats as a single membership. Thus, we have somewhat more than 522 members as the software will not account for family members.

New Business:

Bike Yield Law:

- Phil reviewed the topic of the “Idaho yield law”.
- Recently there has been a move within the California Assembly to amend the California Vehicle Code to make it replicate the Idaho Yield Law.....in which cyclists approaching an intersection normally controlled by stop signs, have the option of yielding rather than coming to a full stop, provided it is safe for all involved to do so.
- We, along with other California bicycle clubs and bike advocacy groups, have been asked to endorse it. Phil opened the discussion of whether the DBC board should take an official position on AB 1103.
- Bill urged that if we do take a position on legislation, it ought to be by at least a 2/3 vote of Board members.
- Martha asked if the CBC had endorsed the measure. Phil said that the California Bicycle Coalition has officially endorsed AB-1103.
- The League of California Cities has not weighed in yet. The CHP is neutral. The California Police Chief’s Association is opposed. Bike Davis has endorsed the measure.
- Phil mentioned that although we can choose not to be involved, this type of advocacy falls well within our bylaws and is thus a legitimate issue for the club.
- Wil moved that the DBC endorse the proposed legislation. The motion was seconded by Martha. An amendment to the motion was proposed by Bill, seconded by Dave, to require that a 2/3 majority of the board support the motion in order for it to proceed.
- Bill’s motion to amend carried without unanimously, president abstaining.
- The amended motion to endorse AB 1103 passed unanimously.

Bike Campaign Cycling Map:

- Phil reports that he was contacted by Maria Tebbut of the Bike Campaign. The City of Davis is no longer supporting the production of the Davis City Bike Route Map, and she asked if the DBC would come forward with a donation of \$1,500.00 for publication of more of the revised Davis City Bike Maps.
- Atac moved that the Board approve the donation. The motion was seconded by Jackie. Motion passed unanimously.
- Bill mentioned that our support should be reflected on the map. Phil notes that Maria will see to it that the DBC logo is included on all newly printed maps.

DBC Touring Program:

- Dave reports that the total tours declined from 6 last year to 5 this year, with a corresponding decline in the numbers of tourists.
- Interest in touring has declined. Last year’s Bakery Tour was cancelled due to lack of interest. The Gold Lakes Tour had a high of 22 participants in the past, and was last down to eight. The Shasta Tour has had a decline from 22 to 10 participants.
- Dave also mentioned that it has become increasingly difficult to recruit new tour leaders.
- Phil asked for discussion from the board. He has presented a written summary of the touring issue with four possible outcomes or choices.
 - Do nothing, continue with our current program.
 - Abolish the DBC Tour Program. Many DBC members use commercial tours already.

- Compensate Club Tour Leaders, in hopes of more recruitment of same.
- Commercialize our Bike Tours, by forming an alliance with commercial touring companies.
- Bill feels that it is an age and “stage of life” issue. We offered cheap child friendly tours in the distant past. He feels that the touring program could be revived by attracting families with affordable tour formats that emphasize camping over hotels. He notes that children (and grandchildren) cannot do the types of tours we now offer. Bill is skeptical that compensation will attract more leaders.
- Dick mentioned that if the goal is to get more DBC members touring, using a commercial provider will get us out of the business, but would not automatically generate more participation.
- Wil reports that “Back Roads” offers a private option that could be opened up to club members/families. With our current (or at least perceived) antipathy to commercial tours, he would hesitate to promote this type of option on the Listserve.
- Dave responded that while we would not want a commercial company to have access to the Listserve, an individual DBC member should feel free to promote participation in any tour in which they were interested.
- Phil opined that some DBC financial resources could be used to support members on commercial tours, at least to the extent that we have in the past supported noncommercial tours.
- Dave mentioned that most of the people in the club, who currently tour, are now retired and relatively well off financially and are not heavily restrained by the cost of hotels.
- Phil mentioned that we could support different types of tours: family/camping and hotel based options, among others.
- Regarding commercial tours, Phil and Dave mentioned that they usually offer a lower fee if you provide a pre-assembled group of customers. Additionally, commercial tours will rebate the cost of a tour to anyone who coordinates a group of customers for them.
- Martha re-emphasized that we have room to support family-oriented tours, as well as an option involving hiring a commercial tour coordinator to come up with plans, logistics, etc. Also we have room to still support our typical noncommercial tours. She pointed out that a commercial coordinator might be able to come up with novel ideas for tours that might attract more interest.
- Martha reported on her conversation with Nancy Redpath who lives in Davis.
 - Nancy has been a successful commercial bike tour organizer/leader for many years.
 - Her company is Imagine Bike Tours (www.imagnetours.com).
 - She has led tours across the US, down the west coast, and in New England. She has also lead foreign tours, notably in China.
 - She typically goes on the tours she arranges.
 - She may be willing to work with us to set up tours.
- Phil queried the Board regarding any opposition to potential club involvement with commercial touring companies. He pointed out that such as opposition has been the case in the past.
- Phil reviewed the situation of the BAC (Bicycle Adventure Club): The BAC has been purely an amateur-only touring organization for years. More recently they have found it much to their advantage to partner with commercial touring companies, especially for foreign tours, which are often difficult for “amateurs” to organize and manage.

Historically, the DBC felt that a non-profit volunteer-lead organization should not have official association with tours with a profit incentive. While there was no known record of a formal resolution to this effect--nor was there any by-law amendment--it became a sort of "unwritten policy". Again similar to BAC, this sentiment has since softened, and now both organizations (along with numerous touring bike clubs) either contract with commercial tour operators or are contemplating such an arrangement.

- After discussion, no one on the board had a significant objection to the DBC developing relationships with commercial touring companies. There remain many questions as to how those relationships would work out, especially with regard to finances.
- Considerable time was given to discussion of how the DBC would interact financially with commercial tours. See the information organized by Phil in APPENDIX #1 below.
 - A fairly non-controversial idea was to allow the DBC Tour Director to make short term loans to anyone organizing a tour who needed to make a down payment on such to a commercial touring company.
 - A more difficult question is: Should the DBC underwrite the expenses of members participating in a commercial tour? If so, how and to what extent?
 - It was elected to table this discussion and take it up again next month.
- Phil proposed a motion: That in addition to our traditional tours, the DBC Tour Director may consider requests for tours that involve a commercial touring company. The motion was seconded by Atac. Motion passed unanimously.

Lifetime Achievement Awards:

- Dave Joshel nominated Bruce and Marilyn Dewey for the Lifetime Achievement Award to be presented at this year's holiday party.
- Bruce and Marilyn have led tours, often more than one per year, over many, many years.
- Many of these have been foreign tours, which have required a lot of effort.
- Dave feels that the Deweys are overdue for some sort of recognition for this significant and sustained effort on behalf of the club.
- A motion was made by Dave and seconded by Wil to confer the Lifetime Achievement Award on Bruce and Marilyn Dewey. Motion passed unanimously.

Board Succession:

- Phil reports that he has had both public and private expressions of interest in positions on the DBC 2018 Board of Directors.
- Phil needs to communicate to the Nominations Committee chairperson regarding who is leaving, who would like to stay, as well as who is interested in filling a position.
- To this end, Phil needs to hear from all Board members as to their wishes for the 2018 Board of Directors.
- Phil also mentioned that it is perfectly acceptable for an existing board member to seek a vacant position on the 2018 board that is different from the board position in which they currently serve.

Pot-hole Sales Tax Measure:

- In the area of advocacy: Two county supervisors have put forth a measure that calls for a .25% sales tax increase to support pot-hole repairs in both rural and urban areas of the County of Yolo. Being a sales tax increase, it requires a "supermajority" vote on the

County Board of Supervisors. Then it must be approved by a two thirds vote of the general electorate.

- If the DBC were to publicly endorse this measure, it might ultimately help create better cycling conditions and would have the potentially beneficial side effect of providing the Club some political capital later on at the county level.

Adjournment: meeting adjourned at 8:57 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: Monday, October 2nd, 7pm, Tandem Properties, 3500 Anderson Road, Davis, Ca.

APPENDIX #1

HOW WOULD WE WORK WITH COMMERCIAL BIKE TOURS?

Authored by Phil Coleman, August 31st, 2017

As bike tours become more complex and time-consuming to organize and administer, more and more bike clubs engage the services of a professional bike tour company to run the tour itself. A fee is negotiated to have the professionals lead the tour, which typically includes:

- rooms and some meals
- luggage transportation
- sag support and snacks during ride days
- guides and speakers
- sightseeing reservations
- route sheets
- foreign language services when needed
- pick-up and delivery to airport

CLUB RESPONSIBILITY

The bike club is responsible for sign-ups and sometimes collection of deposits and fees. One person usually does this and is called a Tour Coordinator (term borrowed from the BAC) rather than a Tour

Leader. The Tour Coordinator is expected to get the group to the tour start, then the commercial ride leader takes the group from there. Personnel issues during the tour and jointly discussed and resolved between the Tour Coordinator and Ride Leader.

INCENTIVE FOR TOUR COORDINATOR

Typically, the Tour Coordinator receives a free land trip for his/her services. They bear the cost for travel to and from the tour start. Commercial tour companies commonly "comp" a tourist's tour costs for a minimum booking of riders for a specific location and timeframe.

More and more, commercial tours are soliciting such arrangements with bike clubs. They have an organized body of experienced cyclists. Bookings for rooms and vehicles (and rented bikes) are done with confidence, the bike club gathers the group. Savings realized by the commercial company are passed on as a free tour for the organizer.

THE BAC EXPERIENCE

The Bicycle Adventure Club, based in San Diego, is comprised of 1,500 members from all over North America. They specialize in tours, both foreign and domestic, and they number in the dozens each year. Several DBC members are also members and participants in BAC. The reputation of BAC is sterling and have some of the most skilled tour leaders in existence.

BAC is non-profit and volunteer lead, much like DBC. BAC has one paid staff member, a tireless woman in San Diego who is much underpaid for the duties she assumes, over a span of 4 decades.

The following background information came from club member, and BAC Board Member, Bill Sbarra and conversations with two legendary BAC tour leaders from North Carolina, Tom and Julie Leever.

Identical to the situation in the Davis Bike Club, the BAC faced a tour leader crisis. They could not recruit tour leaders to meet the increasing demand of their hundreds of members. Within the BAC there was a core group of influence, dubbed "The Purists." Their purity was displayed by the argument that BAC must remain all-volunteer to honor its heritage back to Dr. Clifford Graves, and his legendary group of the 70's, The International Bicyclists Tourist Society (IBTS).

Ultimately, a crisis point was reached and the purists had to relent. BAC could not get people to accept leadership of a foreign tour under any circumstances or incentive. BAC partnered with commercial tours. Today, almost two-thirds of BAC foreign tour are commercially lead.

Increasing numbers of domestic bike tours are organized by BAC members and lead by commercial bike tour companies. Meanwhile, volunteer tour leaders continue to dwindle in numbers and enthusiasm.

Casual conversations with other bike clubs having a tour component reveal they have the same problem. We are not alone, we are part of a trend.