



Minutes of the October 2nd, 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, Foxy's Fall Century: Richard Waters

Members Absent:

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

Membership Director: Brian Gegan

Outreach Director: Martha Gegan

Director-at-Large, Double Century: Bill Bernheim

Also Present:

- **Richard Mansfield, Quartermaster**
- **John Steggal, Website Administrator**

Meeting Convened at Tandem Properties at 7: 02 pm.

Reports of Directors and Officers:

Treasurer: Wil Uecker:

- Wil announced that we have recovered all but \$172.00 of the \$6,800.00 that was lost from the DBC account due to fraud. Some of the \$172.00 was bank administrative charges.
- Wil reminded the board to use the authentication code in the subject line of emails directed to him for disbursement of funds.
- September being the end of the third quarter, it was time for the Board to consider the third and final increase in the Race Team budgeted deficit. At the end of the first quarter, the Board approved an increase in the Race Team budgeted deficit to \$25,000, an increase of approximately \$15,000 conditional on the availability of funds. A \$5,000 increase was approved at the end of the first quarter and again at the end of the second quarter.

- This is the third and final increase to bring the budgeted deficit of the Race Team up to a total of \$25,000.00. The current budget increase requiring Board approval is for \$4,450.00.
- Phil offered a motion that the final increase in the budgeted deficit for the Race Team be approved by the board. Seconded by Jackie. Motion passed with David voting nay. The President abstained.
- Wil pointed out that the actual Race Team deficit is currently only \$6,904 so the full \$25,000 deficit authorized may not be spent. There is no carry over of unspent budget from year to year.

Race Team Director: Atac Tuli:

- Atac reports that the race season is now over, and there have been some really good results.
- Upcoming changes in the Elite Team: Jeff Buscheck is resigning as Elite Team Director. Bruno Salas will take over this position.
- Jeff will race actively as an Elite Team member in the coming season.
- Jeff did very well in the NCNCA P1/2 category individual points competition. He came in 4th out of 174 individual racers.
- Our Elite Team ranks 5th out of 23 teams in the P1/2 category team points competition.
- We still have some funds left from this year's budget that remain to be spent on Race Team and Elite Team members, and other related team expenses.
- Atac has told the Race Team that this year they have had great support from the club, but that does not mean the same budgetary support can be expected next year.
- We are pleased to report that on the 29th of this month (October 2017) we have our End of Season Meeting/Party. A professional cyclist will come and give a talk about experience as a racer.
- For next season, we will have an active Race Team, Women's Team, Junior Team, as well as the Elite Team. All of them will have to share the budget. We will be represented in all categories of the NCNCA race scene.
- Twelve or more women have been recruited for the Women's team in a short period of time, thanks to Marti Stephens.
- We have an outstanding new woman racer, Marisa Paquette, who is around 18 or 19 years old and doing very well. We recruited her as a women's team member.

Vice President: Martin Michael:

- Martin reports that the holiday party will be similar to last year's. The Senior Center has been reserved, and Anderson Family Catering will provide food again. Hardwater will provide the music. The party will occur on December 11th, 2017.
- Phil and Martin will meet soon to review additional plans.

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

- Rick reports that we are ahead \$6000.00 on registration fees, compared to where we were last year at the corresponding time.
- Powdered chalk will be available for marking on paved areas as needed.

- One water stop still needs a team captain.
- Business licenses:
 - The City of Davis requires these.
 - A one day license is no longer available. However, when the volume of business is unknown, the fee is relatively inexpensive.
 - We are responsible for ensuring that all vendors at our event are licensed. This is a provision of our permit to hold the event.
- Rick announced he is stepping down as Foxy's director at the end of this year's event. Rick has found no replacement so far.
- Rob Josephson, who has done more than half the work in the past few years, has urged that we have a meeting to consider the future of the Foxy's Fall Century. This is all the more urgent in that Michael Borgg, who has also had a big administrative role, will be traveling next year and can help only when he will be in town.
- A possibility is that we discontinue the Foxy's Fall Century and re-configure the budget of the club to reflect the consequent major drop in income.
- Phil suggested that Rick and all other interested parties meet to discuss options for the Foxy's Fall Century and return to the board with feedback. At that point the board will need to consider whether we will continue with the Foxy's Fall Century. If we do continue we will need to find ways to fill these numerous leadership vacancies.
- Phil asked Wil to prepare a rough estimate of what our operational budget would look like without the income typically generated by the Foxy's Fall Century.

Allocation of Budget Reserves (President):

- Phil reminded the board that we have about \$50K in reserves that can be spent without any risk to the financial status of the club. We have not spent anywhere near that amount. Our net worth has continued to increase.
- Phil again asked all officers and directors for proposals that would benefit the membership of the Davis Bike Club.
- Wil again brought up the notion of potentially compensating the directors of our major events (the July 4th Criterium, the Foxy's Fall Century, and the Double Century).
- Dave felt that it would be hard to compensate these volunteers for all the time and effort they put in.
- Phil mentioned that we have previously considered financial compensation for tour directors as well, and this did not get support by the board. He feels most DBC members volunteer for a "higher calling" and are not likely to be motivated by financial compensation.
- While we can compensate members and still maintain non-profit status, Phil views compensation as a potential slippery slope that could drastically alter the character of the club. Once some of the major "volunteers" are compensated, others will be tempted to ask for compensation for more mundane tasks.
- Certainly most of us take a lot of pride in our current nonprofit model in which the club is an all-volunteer organization that shares those revenues it generates with the community. This is a noble sentiment.

- Phil does not feel that financial compensation is a good answer to any of the DBC's problems. However, he acknowledges that the Board of Directors may pursue financial compensation if it so chooses.
- Wil clarified that he only brings this up as it seems we are at some risk of losing a signature event for the DBC, and perhaps compensation limited to key directors could motivate someone to stay on or step up.
- Phil asked Rick to bring up the possibility of compensation when he meets with the Foxy's managers to discuss the future of the event.
- Atac pointed out that the Race Team has contracted out the registration process for the July 4th Criterium and this expenditure has saved the Race Team innumerable volunteer hours that are in short supply.
- Phil added that there is also a precedent for compensation in that bike mechanics for the Foxy's Fall Century (or their employers) have been offered compensation. We were not able to obtain these services on a volunteer basis this year. However, this is contracting for a specific and limited professional service and is vastly different than compensating directors and subdirectors for long administrative hours.

2108 budget estimates (President):

- Phil: for all officers and directors who anticipate serving next year who will supervise a budget: You bear the burden of giving to the budget committee a projection of your budget needs for next year. A budget surplus is not going to be "held against" anyone's budget allotment for next year. You or your replacement will need to take into account revenue, expenses, anticipated program growth, and come up with your best projection.
- Wil will bring these projections to the budget committee meeting. The committee will review all of this material and make a recommendation to the board.

Old Business:

Update on CBC "Dream Award Event":

- We have five nominees for these advocacy awards. The Board will cover the \$13.00 per person for nominees and their guests. Phil and Wil plan to attend, so the club and the board will be well represented at the event.
- This meeting will overlap somewhat with the club's general membership meeting.

New Business

Email Membership and Membership List Access:

- Phil has produced a staff report on these issues. See Appendix #1 below.
 - Phil points out that the email list has become very popular and is now indispensable to the operation of the club.
 - It has justifiably supplanted the printed newsletter.
 - Our e-mail list is currently open to anyone, regardless of DBC membership status.
 - As far as Darell Dickey (list manager) or Phil is aware, there is no club policy on this issue.
 - We have slightly more than 800 subscribers to our e-mail list and a little over 500 club members. Thus 300 of 800 subscribers have no official relationship to the

- club. Some represent individuals who subscribe under two or more e-mail addresses.
- Some of these subscribers cannot be identified in that they are subscribed under usernames only.
- Our only written policy regarding the e-mail list is that we will allow no commercial messages, no political messages, and all messages must be related to cycling. We have had (with a few notable exceptions) excellent compliance with these rules.
- Maintenance of the email list is minimal and borne by the membership alone.
- We have a few non DBC member email list participants who weigh in on policies and procedures of the DBC. Some of these people are intent on promoting personal agendas.
- As is currently stands, we cannot claim that email list participation is a benefit of DBC membership.
- Membership list:
 - We need to know the number of actual members we have, and we have made great progress in this area.
 - This has financial implications in that we have been paying event liability insurance costs for persons who were unknowingly already covered as club members.
 - Local bike shops offer discounts to DBC members. How can they confirm membership status without up-to-date, accurate information?
 - Rob Josephson needs to be able to verify membership status when a person requests access to the club-sponsored Ride With GPS service.
 - Membership in DBC is required for tour participation. Tour directors need to be able to verify membership status as well. Hard copies of the membership list have been used for this purpose in the past, but with risks in the areas of identity theft and security.
 - Phil expressed the hope that we could set up a software program that would keep a dynamic list showing who is a legitimate DBC member in good standing. He envisions that this digital list might be accessed on the website by all legitimate users, and that they would be able to enter a name and get a “yes or no” answer regarding membership status.
 - Phil spoke to John Steggall who is of the opinion that this could in fact be done, although he is personally not able to take it on.
 - Phil spoke to Brian Gegan (Membership Director). He is not able to take on this project personally.
 - The notion of having someone come in and modify our membership list so that we have ready access to membership status will not be accomplished during the remainder of this calendar year. Consequently, Phil suggests sending this proposal forward for consideration by next year’s board.
 - Phil made the proposal that effective January 1, 2018, when memberships are renewed, access to the email list becomes contingent upon being a dues paying member of the club. This may simulate some membership growth. A secondary aspect of this proposal is that no one shall get access to our email list without using their real name.

- Wil reports that a while back, Scott was able to give him access to membership status information via our Wild Apricot software. This was a limited administrative function.
- Dave recalls looking at membership status on Wild Apricot as well, and notes that only names are accessible, without other personal information.
- Martin mentioned the possibility of partnering with a company like Road ID, setting up wrist bands that would, in addition to the obvious medical information function, provide club membership identification as well.
- Atac wondered if Wild Apricot could provide the facility to allow members to print up a membership card from their home computers.
- Regarding the notion of creating custom software to manage (or consolidate) both the email and membership list: John feels that this could be done, but is not enthusiastic about it, given than much of this functionality is currently accessible via Wild Apricot. He noted that such a membership look-up function could be made a part of the DBC website.
- Rick reminded the board that we need an easy way for Foxy's and Double Century directors to check the membership list against event registration lists. This crosschecking is needed to keep our liability insurance cost controlled on these events. Without this function, we pay duplicate costs for members.
- John feels that an Excel macro could be written to handle this function.
- Rick also mentioned that there are actually three DBC email lists: Commuter, Race, and DBC. Rick suspects that many of the persons using the "Commuter" list are not DBC members. John reports that the "Commuter" list is under the Race Team domain and has nothing to do with the DBC list. This list has always been open to the public. The Race Team maintains two public lists: "Commuter" and "Community". All other Race Team lists are restricted to members only.
- John informed the board that, over the years, compromises have had to be made by list administrators. Many persons interested in subscribing to the Race Team or DBC email lists have requested the ability to subscribe using multiple email addresses. Darell, Scott, and John have all allowed this practice. This was done to minimize number of emails from frustrated users, wondering why a posting was rejected when sent from their work email address, etc. In effect, it makes life much less hectic for the list administrator.
- John cautions the board that the simple expedient of using the Wild Apricot membership list to create a new email list, will unleash a ton of frustrated emails to the list administrators from the folks who have been posting from work or secondary email addresses that accumulated over the years.
- Phil suggests we could publicize the fact than only one email address will be allowed per user. He is aware that Darell (club list administrator) would likely still have the burden of frustrated contacts from folks who would like to be exceptions to the new rules.
- Rick emphasized that there are legitimate reasons for a user to have multiple email addresses. John reports that the key thing for a list

- administrator is that each e-mail address must be associated with the actual name of a legitimate user. List management is almost impossible if persons are allowed to sign up using initials only or some form of alias.
- Regarding emails posted by individuals using aliases: John clarifies that when you sign up on the email list, there is an association with a real name and email address: When a person posts to the list, the email program (email client) resident on the individual's device can be configured to show anything at all as the signature, and the message will post as long as the e-mail address from which the message is sent corresponds to an address previously subscribed to the list. The list administrator has no control over how individuals set up their email clients.
 - Phil: if we were to say, as a board, that initials and aliases, etc. are not acceptable when posting on the DBC list, those who do not comply could be sanctioned. Martin pointed out that even if a person posts to the list with an alias, we will have a record of their legitimate name so that their identity can be determined. Phil finds that possibility cumbersome. He would like to know immediately who it is that is making an important comment or suggestion.
 - Phil asked for sentiment in the room regarding the proposition that DBC email list access be allowed to DBC members only. This was widely supported by the board.
 - Courtesy memberships in the email list, such as those given to bike shop owners, can continue or be added at the discretion of the membership director, if such a membership would benefit the club.
 - Phil moved that effective January 1, 2018, Club email subscriptions shall be restricted to members in good standing only. "Courtesy Memberships" (e.g. bike shop owners) are allowed at the discretion of the Membership Director. The motion was seconded by Dave. During discussion, it was made clear that the policy will be established on January 1, but the enforcement of the policy will only occur after a grace period. Phil will make sure that these changes are communicated to the membership in a timely fashion.
 - Motion passed unanimously. President abstained.

Adjournment: meeting adjourned at 8:50 pm.

Respectfully submitted,

Jack Berger
Secretary, DBC Board of Directors.

Next membership meeting: Monday, October 9th, 7pm, Club Room, Veterans Memorial Building, Davis, California.

Next Board meeting: Monday, November 6th, 7pm, Tandem Properties, 3500 Anderson Road, Davis, California.

Appendix #1:

Merging Two Critical DBC Needs: E-mail Membership and Membership List Access

I. Club E-mail List

1. The most frequently used and most popular service provided by the Davis Bike Club. e-mail subscription is listed as a “benefit” of membership, which is false
2. Access to the list is open to virtually anybody who asks. eligibility is determined by webmaster(s)
3. Approximate 800+ persons subscribe to club e-mail, including persons with multiple accounts
4. all policy regarding Club E-mails has originated from past/present webmasters and E-mail list monitors. most policy is informal (unwritten), obscure, and has not been approved by the board of directors
5. only written policy regarding use of club e-mail lists addresses courtesy, cycling-related discussions only, and no commercial promotions or advertisements
6. Enforcement of this policy is rare, subtle, and seldom rises to the level of President/Board intervention
7. All costs with creation and maintenance of the club e-mail list are paid by members. non-members receive this service indefinitely at no charge.

1. Problem Areas

A. Subscriber(s) use aliases and create multiple accounts. Identity of subscriber is difficult to determine. AN Estimated 50 subscribers have “multiple personalities.”

B. E-mail dialog on club policies and procedures include persons who have no direct involvement with Club, have never obtained membership, and reside out of the area.

C. Open subscribers include persons/entities who access club members for primary purpose of promotion of a personal/political/commercial enterprise, or to recruit club members as volunteers for non-club ventures.

II. Membership list

There is a longstanding unmet need to have ready access to **current** membership status of a named individual. The ideal solution: Sub-menu under DBC Webpage item, "Membership." The sub-menu would have a "yes/no" response to query, "Is this person a current member?" Administrative advantages for such a capability include:

- A. Local bike shops offering discounts to Club members can confirm membership status.
- B. Premium access to "RideWith GPS" mapping is available to members only
- C. Membership status needed for participation in club sanctioned bike tours
- D. Club liability insurance premiums are determined by number of members. an accurate count of members is needed by club treasurer

Note: The historical practice of distributing membership cards have been abandoned, with no substitute. Providing hard-copy lists of current members to select persons, enterprises has been abandoned for security concerns.

III. Proposal for Board Consideration

A. Effective January 1, 2018, Club Membership is a condition of acceptance to the Club E-mail List.

1. Benefits of Membership currently includes E-mail access. This policy would conform to this long-said benefit that was, in practice, not really a benefit.

2. The approximate 250 non-members would have a greater incentive to join Club so they continue to receive E-mail privileges. Revenue increases could be dedicated to off-set anticipated costs with needed software refinements (discussed later).

3. The Club E-mail often has open dialog on cycling-related issues and practices. A Club membership requirement ensures that such discussions involve active members and no persons with multiple accounts posing as two or more aliases.

B. A "Request for Proposal" bid be sought for the development of a software program that would achieve Section II. above

John Steggall does not have the skill-set or time to devote to this refinement. He does say that it can be done, would probably require the replacement of our "Wild Apricot" software (less than ideal). A program could be designed by a professional and could be in place at the start of a new Member/Calendar year. However, our Membership Director reports that he could not prepare such a major change in Membership Policy during the remaining time this year.

C. Recommendation: Board Resolution with the following:

1. Effective January 1, 2018, Club E-mail subscriptions are restricted to members in good standing only;
2. only one E-mail address is allowed for Club E-mail privileges, and no multiple accounts are permitted;
3. The Member's name and E-mail name must be identical;
4. The Membership Director shall revise the Membership form to reflect these policy changes;
5. "Courtesy Memberships" (e.g., Bike Shop Owners) are allowed at the discretion of the Membership Director.