



Minutes of the November, 6th, 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

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

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

Outreach director: Martha Gegan

Members Absent:

Vice President: Martin Michael

Also Present:

- **Deb Banks, Ultra Cycling director candidate**
- **Rob Josephson, Sub director, Foxy's Fall Century**
- **Dick Mansfield, Quartermaster**

Meeting Convened at Tandem Properties at 7: 03 PM

Reports of Directors and Officers:

Treasurer: Wil Uecker

- Wil referenced the financial report through the end of October, showing a substantial surplus for the Fall Century at \$58,000.00. He expects that to diminish to about \$35,000.00 once all expenses are reconciled.
- Wil mentioned that he feels we will face the threat of cybercrime indefinitely, and we need to adapt to this reality.
- Wil presented the proposed 2018 budget developed by the executive committee. His spread sheet shows the 2016 and 2017 revenues and the 2018 projection. Similar numbers are given for the expenses of these years. This is a first pass on the 2018 budget. This board must vote

to accept some version of the proposed budget. The new board, in January of 2018, will make the final decision on the 2018 budget.

- Wil solicited comments from officers and directors that manage budgets:
 - Director-at-Large, Double Century: Bill Bernheim: Bill requested that the 2018 budget not raise the expectation of a \$17,500.00 surplus for next year's Davis Double Century. While the 2018 Double Century may do well, he would be more comfortable with a target of clearing \$5000.00. This change was made.
 - Director-at-Large, Foxy's Fall Century: Richard Waters: Rick noted that Foxy's has been budgeted for a surplus of \$19,000.00 for the last few years, but in reality has done much better. He feels comfortable with a projection of a \$35,000.00 surplus for the 2018 event, but cautions the board and the club in general, that such a surplus is highly tenuous, given our "near miss" experience with the fires this year.
 - Race Team Director: Atac Tuli: Atac reports that the Women's Team is in operation, with a roster of 9 women, who will commence racing in the coming year. They have asked for a budget of \$4,000.00. The Junior Race Team is involved in mountain bike racing, cyclocross and road racing events as well. Atac would like to see \$3,000.00 from the Dunlop funds used to support the Juniors for next year. Atac requested that the support of the Race Team from the club be increased from \$25,000.00 up to \$30,000, to allow for support of the Women's program in the coming year.
 - Phil moved that the board pass a resolution to approve the proposed budget with these modifications. The motion was seconded by Dan. Motion passed unanimously with the President voting.

Race Team Director: Atac Tuli:

- Atac reported on the Women's team, as above.
- The end of season party was held on October 29th.
- The Race Team is working with several new recruits.
- The Elite Team will now have 9 racers for the coming season. They are planning to compete in the Cascade Stage Race in Oregon.

Membership Director: Brian Gegan:

- Brian announced that we now have an event posting capability on the DBC website. This will allow anyone visiting the website to submit an event to be posted on the calendar, as well as on a page. This feature is accessed via a small green button in the right upper corner of the calendar. This will bring up a template to be filled in with details of the

posting. Upon clicking the “submit” button on the lower right, the proposed posting will be sent to Brian electronically, who will review it for appropriate content. If approved, he will publish the entry, and it will appear on the website immediately.

- Brian reviewed membership activity during the month of October: Nine new memberships were entered, along with five renewals. Five memberships lapsed. Brian expects the work load to increase dramatically in November and December as the volume of renewals picks up.
- Phil mentioned that we need a revised membership form that will include, within family memberships, the number of family members who cycle. Using this information, we can come up with an accurate number of members for insurance purposes. Brian notes that the names of family members are in our current software, but he is not clear if the software tabulates them correctly. He will look into this.

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

- Rick reports that the recent Fall Century was one of the most successful ever. The weather was very cooperative, with the prevailing winds keeping any residual smoke off the course.
- The financial outcome of the event has been mentioned. In planning this year’s event, Rick was conscious of a need to spend a bit more money on items that would enhance the experience for the riders, in hopes of securing return ridership. These extra expenses did not seem to diminish the event’s profitability.
- The fate of Foxy’s Fall Century was quite tenuous this year. We came very close to having to cancel the event. Rick acknowledges the extra work put in by Rob Josephson in designing new courses, getting them verified on Ride with GPS, and many other details.
- Phil commented that this year’s Fall Century had a uniquely therapeutic quality for many who needed a break from the fires and related concerns. This was especially the case for the riders from Santa Rosa who were able to take a break from their problems by enjoying a ride in the fresh air and sunshine.
- Rob Josephson reported that at one point, when the prospects for the ride were looking bleak, there was almost an avalanche of requests for refunds. He had to work very hard in convincing these riders to hold on and give it a few more days. This could easily have gone the other way, and presented us with a great deal of work dealing with refunds. In addition, there were many persons and groups who had placed lodging deposits who may have faced losses. Phil offered that it confirms the wisdom of not giving up until circumstances absolutely force it. Phil commended the group that worked the entire weekend on the routes. Rob noted that the final permit was obtained on the Friday prior to the Saturday of the event.

- Deb Banks asked if we have a tally of how many riders were first timers for the event. Rob responded that these data have not been extracted for the current year, but last year's event showed a very high proportion of "return" riders. Bill added that the vast majority of Davis Double Century riders have either ridden it before or have a family member or friend who has done so. He notes that advertising does not promote these rides, rather it is word of mouth among friends and family etc.

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

- Dan reports that we are putting on three brevets this coming weekend and this will include 100K, 200K and 300K rides. One of these required a major course change in view of the Atlas Peak fire.
- Dan introduced Deb Banks as his putative replacement as Director-at-Large for Ultra Cycling Events, pending approval of the membership. She has also agreed to take over as the RUSA representative for this area. Dan feels very fortunate to have her as a replacement as she has a world of experience in riding brevets as well as in helping to put on and promote these events.

Old Business:

Board Succession:

- Phil announced that he is ready to move forward with the nominating committee.
- Phil urged the board to make suggestions for nominees for the board positions that we know will be open: President, Vice-president, Philanthropy, Secretary, and Foxy's director.
- Phil will ask Dan Barcellos to chair the nominating committee again, and will forward all suggested nominees to him.

New Business

Membership dues:

- The board has a duty each November, to review membership dues. These currently stand at \$30.00 for family memberships and \$20.00 for individual memberships.
- Membership dues have not been altered for a number of years.
- Brian (Membership Director) advocated a program to promote new memberships: He suggested that we offer a free tile to new members to be dispensed at membership meetings, where they can be assisted with the software installation. In addition, he proposes that the Vice President be given 4 tiles to be used as raffle prizes at each membership meeting. If we have tiles remaining after March 31, 2018, all the remaining tiles will be given to the Vice President to be used as door prizes.

- Brian is also going to study the dues structure and membership benefits during 2018 and come up with a proposal to guide dues pricing thereafter.
- Phil made a motion that the Membership director use tiles as an incentive for new memberships for calendar year 2018. The proposal was seconded by Atac. Motion carried unanimously.
- Rick brought up the possibility of using software features that would allow annual or periodic changing of a member's credit card, making the renewal process much simpler. Phil reported that this option, attractive as it is, has been investigated in the past and has been found to not be worth the effort.
- Phil re-stated the current dues structure (above), and asked if there was any interest among the board for changing it. There being no interest in modifying the dues structure, it will be maintained as is for the next year.

Foxy's Fall Century Leadership Succession: (President)

- Phil points out that the Foxy's Fall Century Director and key subordinates all wish to give up their positions. While we may get a last minute volunteer to take over as director, we cannot count on that happening. We must be prepared for the possibly that as of January 1, 2018 we will have no Fall Century director on board.
- One option is to abolish the Foxy's Fall Century. This event has been enjoyed and well supported for almost a half century. Shall we cancel it for lack of a director, or are there other options?
- Fortunately, we have until next year to resolve this issue. The current Foxy's team has had the foresight to secure all permits for 2018. Thus we have time in which to conduct a thorough and thoughtful study of our options.
- Rob Josephson reports that three members of the current leadership are willing to work on next year's event, but none wishes to be the overall director. Each would like to continue working in their areas of expertise and experience, but do less of it.
- This still leaves a major void in the directorship. One option might be to share the event (and its income) with a charity organization in exchange for organizational talent.
- Another option could be "outsourcing" the Foxy's leadership by hiring a professional bike event organizer to assume the directorship. Two persons are known to Phil and to others in the club who would be excellent candidates for this position.
- On the other hand, what is it that gets in the way of finding a director within the DBC?
 - The expectation of continued success of the event creates a high risk, high pressure environment, that is not attractive.

- The workload is also daunting.
- If the directorship were made more appealing in terms of expectations, and if the volume of work could be curtailed, the position would be more attractive.
- What are the biggest time commitments?
 - Dealing with bureaucracy, e.g. securing permits from three counties.
 - Food service: we spend 6k for meals and 12K for snacks. We need to deal with ordering, transporting, sorting, distributing, returning and cleaning up volumes of food over three counties. This is an enormous logistical effort. If we could remove this effort from our volunteer forces and re-deploy our volunteer efforts elsewhere, the directorship could be made more attractive. It would not be difficult to find a caterer that would provide meals and assume responsibility for supply, distribution, and cleanup. If this increased our meal cost from \$6,000.00 up to \$9,000.00, we could easily absorb the incremental cost.
- Rob Josephson: we have three primary organizers, who work all year on the Foxy's Fall Century, as well as two key helpers (Dave Joshel and Margaret Kelly) who take on major portions of the work. The work done by the three major organizers amounts to innumerable small tasks.
- Rob and the others are creating an archive of information on these tasks. They have recently subscribed to a project management website that will allow them to organize and manage this plethora of small tasks. The tasks can be listed, put in sequence, and have due dates and responsible parties assigned. Reminders will be set up, as well as task lists for individual volunteers.
- In other words, the majority of the work could be divided up and redistributed to a much larger cohort of collaborators. Each board member, as well as others from the membership, could sign on to complete one or two tasks that need to be done in the weeks and months ahead of the Fall Century.
- This decentralization of tasks could off load a tremendous amount of “worker bee” work that is currently being done by the three organizers. This would allow our organizers, and especially the Director, to be pure managers. They would be left with verifying that tasks are being completed in a timely fashion. On the rare occasion that a team leader were to drop out, the manager would have to recruit a replacement. In summary, the director would no longer be a “worker bee” but a manager. This would make the director’s job much more defined and understandable. This would eliminate the feeling of “signing a blank check” when agreeing to be director, and thus make the position all the more attractive.

- Rick Waters: Rob, Rick, and Michael are committed to collating all tasks and loading them into the software. The goal is to allow a person to come on board January 1, 2018, and find that there is a plan in place and a large group of collaborators for support. It will essentially be a “turn-key” operation.
- Bill Bernheim: Bill expressed that he felt the notion of having professional caterers on site might destroy the atmosphere created in an all-volunteer effort. He is concerned that this could undermine volunteer enthusiasm for the Double Century.
- Brian Gegan: Brian emphasized that from the perspective of a new volunteer, having a well-documented job description is very reassuring. He feels the effort now underway by the Foxy’s leadership will enhance recruitment on many levels.
- Phil pointed out that although we have a near 50 year history of hosting our major events, we have little or no recorded institutional memory. He supports the effort to document the steps and processes involved in putting on our events. Rick estimates that it will take two months to document all the administrative steps involved in producing the Fall Century. He believes that it will take longer to capture contributions from the team leaders and rest stop captains etc. Martha pointed out that only capturing the long term planning steps is critical for now.
- Phil indicated he will share all of this discussion with the nominating committee. He wants to be sure that the nominating committee is fully supported in dealing with this vacancy. He would like those involved to make the best effort they can, preparing for the possibility that the Foxy’s directorship will be vacant on January 1, 2018.
- Phil: if we continue in the next few weeks to give definition to the Fall Century director’s role, and consider the options of delegating and outsourcing, and adding the fact that our present Foxy’s leadership will still be with us, we can show that the job is not as ominous as it seems.
- Phil’s proposal:
 - We face the possibility that the Foxy's Fall Century directorship will remain vacant at the beginning of 2018, pending all the preparations and contingencies we have just discussed.
 - In the meanwhile, the current Foxy’s leadership will continue with their documentation project.
 - Phil will assign a committee of one to investigate costs and abilities of catering services. We will consider the possibility of outsourcing the permits and/or other administrative tasks.

- After all this work is done, the results will be given to the 2018 board which will make a final decision.
- This met with the approval of the Board.

Donation for the Santa Rosa Cycling Club: (President)

- The Santa Rosa Cycling club has sustained a roughly \$150,000.00 dollar loss of cycling equipment and supplies due to the fires. We have a cash donation under consideration to help the SRCC deal with their loss. The amount of the cash donation is up for discussion.
- Rick Waters: we have made a promise publicly that if we made a profit on the Fall Century, we would donate a portion of that profit to fire relief of some sort. It looks as if we will be in the neighborhood of \$40,000.00 of profit. Rick does not foresee any large expenses coming in to offset this number. Rick feels, based on the success of our event and our given club reserves, that we should donate approximately one half of the Fall Century profits. Rick contacted the president of the SRCC, as had Phil. Rick recommends we consider a \$10,000.00 donation.
- Jackie suggested giving all of the profits to the SRCC.
- Will suggested that if we give more than \$10,000.00., that part should go to other forms of fire relief. Rob agreed that the general non-cycling community has suffered tremendously, and is worthy of our support.
- Dave suggested giving away up to half the profits.
- Jack suggested giving \$10,000.00 to the bike club and the rest to fire relief.
- Dan agreed with the notion of giving \$10,000.00 to the SRCC.
- Dick Mansfield agreed with the amounts, 10K and 10K.
- Martha suggested donating to schools in the fire areas.
- Bill agrees with the 10K for the SRCC, but suggested keeping the other 10K “bike related”, e.g. replacing bike racks at schools, or replacing destroyed children’s bikes.
- Phil proposed a motion: The DBC will donate \$10,000.00 to the Santa Rosa Cycling Club with no stipulations as to its use. Another \$10,000.00 will be disbursed via the Philanthropy Director for fire relief, as she sees fit. She will receive input from the board and her decision will be final. Jack seconded the motion. Motion passed unanimously.

Adjournment: meeting adjourned at 9:16 PM.

Respectfully submitted,

Jack Berger
Secretary, DBC Board of Directors.

Next membership meeting: Monday, November 13, 7pm, Club Room, Veterans Memorial Building, Davis Ca.

Next Board meeting: Monday, December 11: Holiday Party at the Senior Center.