



Minutes of the February 1, 2021 DBC Board of Directors Meeting

PRESENT:

- President: Robert Enzerink
- Vice President: Rod Unema
- Secretary: Rebecka Sepela
- Treasurer: Rick Waters
- Outreach Director: Armando Llanos Garcia
- Tour & Ride Director: Dave Joshel
- Philanthropy Director: John Hess
- Director-at-Large, Double Century and Foxy's Fall Century: Stewart Thompson
- Race Team Director: Atac Tuli
- Membership Director: Eric Senter
- Director-at-Large, Ultra Cycling Events: Deb Banks
- Director-at-Large Foxy's Fall Century: Stewart Thompson and Marla Stuart

ABSENT:

Meeting convened virtually at 7:05PM. Chaired by Robert Enzerink

1. Call to order. Attendance of members and guests

2. Consent, Informational Items

a. Approval of minutes of January 11, 2021 board meeting

- i. Minutes approved.

b. Informational items, if any

- i. The club has received a donation from Geraldine Martin in Aptos, CA. She is a fellow rider and appreciated the Steady Eddy's bike racks. The club has sent a thank you letter.

3. Unfinished Business

a. Board Duties/Roles review (Robert)

- i. All board members need to review role positions in the Google Doc and make comments/changes. Make sure that the member who will eventually fill your shoes will be well informed about their job and its roles/responsibilities.

b. COVID ride guidelines (Robert)

- i. Before the end of the week all board members should go over the COVID-19 guidelines and make changes/comments. We plan to publish these on the website with the explicit goal of informing riders of safe riding habits. In no way are we using this document to promote riding or group riding. While the guidelines are not terribly novel and are largely geared for organized rides, this

document can be used to (1) inform a population of cyclists that this might information might be know this information already, (2) help with self-policing, (3) reinforce a cohesive set of guidelines that will be put in place for Deb's brevets in March/April, and (4) provide a stepping stone for the bigger changes that what we might enforce in the future when we start redefining what safe riding means in the age of COVID-19. Board members are to add comments/suggestions/concerns before Monday and Deb will help post the updated version on the website after that. Motion that we post suggestions one week from today. Motion passes unanimously.

4. Directors' reports (as needed)

a. Rod – Vice President

- i. Rod is looking forward to member meetings. Some potential topics for meetings include (1) DBC 101 – a virtual meeting about what DBC is all about and what opportunities are available for members. This will be targeted towards newer members. (2) A presentation on the nature and geology in the area. (3) A presentation from a professional cyclist. (4) A presentation on the state of youth cycling (from the president of youth cycling academy). Any additional meeting ideas should be sent to Rod via email. We do not see a downside for virtual meetings. As for the platform to use, this could be discussed more. Deb has a SABA Zoom account for unlimited meeting times with +100 members – we could even record the meeting and post it later. If Zoom is the chosen platform, Techsoup.com is a clearing house that sells technologically oriented stuff to 501C3 organizations for a discounted rate.

b. Rick - Treasurer

- i. Rick has recently paid the liability insurance bill and has discussed policy limitations with the company. One such limitation is mountain bike events; these were previously could not covered but now some can be covered as long as we inform the insurance company. Further, if we wanted, we could pay extra and have up to 50 events covered. Of note, gravel biking is not considered mountain biking – as long as the course “looks like a road”, we are good. Additionally, any rides that are held are supposed to be less than 5-days for liability coverage purposes. Tours could last a lot longer than this, so if we want something longer than 5 days, we will need to contact the insurance company to discuss. For March Madness, we can skirt this requirement by hosting 31, one-day rides. We will need to publish a disclaimer about the lack of a safety-verified course for a virtual event. For virtual events, non-members will cost ~\$6 per person for insurance, but they can be included in the event. Looking forward, we will owe money to Quicken for bookkeeping software and a \$400 bill for registering the Race Team. As an aside, we could consider using online Quicken software, which would be useful for the future treasurer. Techsoup also offers a cheaper subscription fee for the online version than what we are currently paying. While Quicken in the cloud is not as robust in terms of the reports it makes, it is able to handle everything we need it to do. Further discussion of this topic is tabled for next meeting.

c. Armando – Outreach Director

- i. Armando has gained control over the club's Facebook account. He has posted about the upcoming Bicycle Film Festival. He plans to reach out to club members to get quality photos for posting. The Instagram and Facebook accounts are now linked. For future events, Board members should send an email to Armando and he will publish them on the group page. Armando is still working with the website and his next plan is to make a tab with clearly laid out and well described local rides (using the Ride with GPS files). Armando will continue to carry out co-promotion efforts with Maria and the bike garage and look into promotion options via the Farmer's Market. Thus far, it seems like getting a booth at the market is straightforward.
- d. Eric – Membership Director**
 - i. We have had 3 new members in the last months. Eric has also gotten control of club's Strava account.
- e. Atac – Race Team Director**
 - i. Castelli has approached Atac about outfitting the race team. They will send out samples and quotes. Atac will evaluate whether it is worthwhile to switch from Voler.
- f. John – Philanthropy Director**
 - i. While philanthropy is currently shut down for the club, John is excited about his work with Maria and all of her bike advocacy. Maria is good at getting people started or sizing up with their bike. The bike club is useful for diving deeper into the sport/lifestyle. Co-promotion is a symbiotic relationship!
- g. Dave – Tour and Ride Director**
 - i. Dave plans to use Wild Apricot for March Madness entries. Eric has helped Dave prepare the sign-ups and is ready to launch at any time. The event will be open to members and non-members. Member registration will be \$20 and nonmember registration will be \$26 (to cover the \$6 insurance fee). Under-18 riders will be free, and they will be able to obtain a discount code directly from Dave. For insurance purposes, we will need to tabulate which minors are already members via a family membership so we can correctly pay the insurance company. Only online payment will be accepted for the event. Eric will make it so that everyone signs a waiver when they register for the event. Riders under 18 will need a parent signature.
 - ii. While we considered doing a comarketing event (ie. if they sign up for membership, we could give a discounted March Madness fee), this type of seamless configuration was not obvious and would likely require raising the non-member registration fee so high that it wouldn't make sense for such a low-key event.
 - iii. We should begin publicizing immediately. Promotion can be done through the list serv and Wild Apricot, which will send members a series of emails informing about sign ups. We can also post to Facebook and share with the Golden Wheelman. We will also need to advertise to nonmembers, if we do not have enough people, the minimum insurance fee is \$304. In order to make nonmember participation worth it, we will need to advertise and recruit to at least 51 nonmembers.

- iv. Prizes for the event include: \$100 for first, \$75 for second, and \$50 for third. They will also get a framed certificate.
- v. For future events we could track mileage by piggyback-ing off Strava challenges and use the club's Strava membership privileges. Generic Strava challenges allow moderators to keep track of what their members are logging without having to pay the thousands to set up their own challenge.

h. Stewart – Double Century and Foxy's Director

- i. For the virtual double century, Stewart will use Wild Apricot to sell tickets. Tickets will likely be ~\$50 (but this will be cross-checked with the LA Wheelman prices) and will go live by the end of February. For this event, riders can ride the prescribed number of miles and elevation at any time and in any location within the given window of time. Strava results will be sent to the CTC. Stewart will let Chuck Bramwell know that the event will go virtual so he can update the website. No marketing is needed for this event here, since the small clientele who do these rides already know how to find it. The Davis Double is one of the only doubles that gives out a t-shirt (aside from Terrible Two). Stewart got a quote from Ink Monkey and with shipping, we will break even at a shirt cost of \$15. He proposes we sell the shirts for \$20. Anyone in the world could buy the shirt. The order will be placed when registration closes, so riders will get t-shirt after the event. Stewart's son, a graphic design graduate, will do the design. Stewart will also consider making a custom Corona virus jersey with Voller, available for on-demand purchase.

i. Marla – Foxy's Director

- i. Marla is not the administrator of the Foxy's Facebook page and has access to SmartSheet. Since the COVID-19 outlook is getting brighter for the end of October, the club should get in touch with Cycle California and schedule an advertisement for April.

j. Deb – Ultra and Randonneuring Director

- i. Nothing is terribly new aside from the brevets on the horizon in March/April. But until then, a lesson in verbiage: Randonneuring is the sport. Brevet is a shorter route/event 200-1000k in length. A grand randonnee is a 1200k event.

5. New Business

a. Overview of Web and Social Media Accounts

- i. DBC Website and content management
- ii. DBC Social Media accounts
- iii. DBC Email accounts and lists
 - 1. The Board needs to figure out how to consolidate the usernames and passwords for the aforementioned club social media and administrative accounts. This should be kept in a place that can be easily transferred to the new Board.

b. Open Discussion - Ideas, suggestions, items for DBC Board consideration for 2021

- i. The goal of the club is to make cycling as fun as possible and bring in new younger members. How do we get more people involved and having fun? The following is the brainstormed answer to this question.
 - 1. Host how to ride, skills discussions, and short rides for people. Have club members lead families and young members on rides.

2. Host a gravel event ride
3. Make it easier to access member contact information.
4. Bring back club rides when it is safe
5. Host bike tours
6. Do a 24hr bike ride event. Load up camping stuff, bike to Lake Solano campground, camp, and then bike home the next day.
7. Lead bike packing tours for small groups in Tahoe.
8. Host a generational ride where members are encouraged to bring their family members.
9. Host fun fritter/coffee rides like Tour de Fritter or Coffee-neuring. Here riders ride around town and get a fritter then ride to the next town and get another fritter. Accumulate a pin or a passport stamp for completing this challenge.
10. Update the website to include other fun things (good night society rides, coffee rides). Add a collection of ways to find friends and do simple fun things on the bike.
11. Host a bicycle scavenger hunt.
12. Make recurring, weekly challenges. Ie. A weekly fritter challenge where riders could go to different fritter shops and post their pictures.
13. Update the website so that correctly tagged posts to Instagram automatically flow onto the website.
14. Redesign the club logo and branding. We could open a competition for club members to send in designs. Additionally, the white jersey looks bad after a couple of years.
15. Host bike polo games.
16. Host a vintage bike ride/race.
17. Host ice cream rides at night in the park.
18. Host night rides.
19. Host dinner rides that leave at sunset and return in the dark.
20. Host bike maintenance workshops to teach basic stuff – or maybe push this off to the bike campaign.
21. Host larger gravel rides and advertise the long ultra-rides as a way to get in shape for these long gravel rides.
22. Host cargo bike races
23. Host movie nights
24. Invite speakers – some speakers could be transcontinental speakers or a PBP racer talking about their gear/experience/training/sign up. We could turn this into a panel discussion, on “how did you make it work”?
25. Invite engineers from specialized, goretex, voler, etc to speak
26. Invite speakers on what it takes to build your own bike. Deb has connections to national bike builders and we also have a community of local builders.
27. Invite a physical therapist, yoga instructor, or strength coach to give advice on training for cyclists. Greg Chapla? Kelly Macey? Invite a nutritionist to give fueling tips and tricks. Liz Applegate, Dana?

28. Host the annual Christmas. Dave will make a hold on the Vets or the Senior Center for the second Monday in December.

6. Adjournment: meeting adjourned at 9:12 pm

Respectfully submitted,
Rebecka Sepela
Secretary, DBC Board of Directors.