



Minutes of the March 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: 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 7:07 PM. Chaired by Robert Enzerink

1. Call to order. Attendance of members and guests

2. Consent, Informational Items

a. Approval of minutes of February, 2021 board meeting

- i. Minutes approved.

b. Davis Centennial Seal 'Brick' approval (John)

- i. The board voted via email to fund the installation of a brick. The brick will be placed in centennial plaza. The brick will say "Davis Bike Club". Motion to spend \$25 for this brick is approved. The project is run by Bill Roe, who runs Tandem Properties, and has been a great contributor and supporter of the DBC.

3. Unfinished Business

a. Board Duties/Roles review (Robert)

- i. Deb, Eric, and Rebecka need to review their board duties. Send a note to Robert that the duties have been reviewed and approved.

b. COVID ride guidelines (Robert)

- i. These have been reviewed, posted, and shared with other clubs.

c. Overview of DBC accounts (Robert/Rick)

- i. Website content management
- ii. Social Media accounts
- iii. Email accounts and lists

iv. Financial/Business Accounts

1. For all of the above information (i-iv), how do we share this between board members but also protect it? In the past we have ended up with a lot of different accounts because there was no central source for this type of information. Robert and Rick have created a centralized Excel sheet with all known login information for various websites. The sheet is organized by account name, username, password, location/address, who should have access and control, additional notes and actions to be taken, as well as the status of the accounts (active/inactive/etc). Within the same spreadsheet, we also have the financials. The username and passwords have been protected/locked. This sheet is organized the same as above. We have about 80% of the needed information, but still have some blanks to fill in. For accounts with missing information, we need to add "point of contact information" for someone responsible for investigating the account. We will need to disseminate this list to current club members who have been past board members to help fill in missing information. Robert will make this a shared google doc document on the shared drive so that that we all have access to it. Board members should look at it before next board meeting and add in what they know. Moving forward, we should delete inactive accounts and double check that we definitely do not need it, add this type of insight should be added to the notes block.

2. Directors' reports (as needed)

a. Secretary (Rebecka)

b. VP (Rod)

i. Membership Meeting Dates

1. The typical date for membership meetings is the second Monday of the month. We could also go on a nonstandard time and date depending on speaker availability. The first meeting will be "Introduction to DBC". This will include a panel of BOD, a brief explanation of what we do (Race Team, Foxy's, DC, Brevet, Ride with GPS, club gear kits, website). The goal is to have five presenters, each giving a 10 min presentation, leaving 10 min at the end for questions. Maybe we could query the members about what they want to learn about. The first meeting will be the second Monday of April.

ii. Club Zoom Acc't

1. The bike club should get a Zoom account. This will take the burden off Atac and Deb for setting up meetings. Right now Atac uses his business account to set up the bike club meetings. At 3-4 times a month, this frequency might be a burden to Atac's account. It is more professional if our meetings can be done with a "DBC" account. The account can be shared with other factions of the club. Deb would like to hold Brevet zooms for anyone coming to ride to talk about protocols, COVID guidance, etc. The "Pro version" seems most appropriate for our uses. We can cancel the subscription when things return to normal. Motion to purchase a Zoom account Pro version. Motion seconded. Motion

passed. The preferred payment method is to pay directly with a debit card. We can also do a reimbursement. Rebecka will talk to Rick offline and add the username to the excel.

c. Rick (Treasurer)

i. February 2021 (FY2020FY2020-2021) financial report

1. Rick has the final financial report from the 2020-2021 fiscal year. Fiscals were shared via email.

d. Armando (Outreach)

i. Farmer's Market representation

1. DBC is planning to have a booth at the Farmer's Market for recruitment and advertisement. Due to COVID restrictions, the Farmer's Market is not opening their venue to community clubs. But once they update their policies, we might be able to gain access. Do we have tables, chairs, banner – we do. Armando is looking forward towards the summer for holding a booth like this. For the booth it might be fun to have a little "souvenir", something that visitors can take with them to remember their interest. A light, a reflective surface, Sili cups, business cards, bicycle maps (Maria Tebutt)? Will need volunteers. Deb has had success with a "spin the wheel" game of engagement. Here you ask questions – "can you show us bicycle signals?" (LR, stop). If the visitor answers correctly, they win swag!

ii. DBC Facebook status

1. Armando posted on Facebook for March Madness and his post reached 395 people. His goal is to post at least once a week to reach/engage people. In his last post, lots of people saw it, but not many people posted/engaged.

e. Eric – Membership Director

- i. Half a dozen memberships were initiated last month due to March Madness. 88 people signed up for March Madness. \$1800 was generated from MM and a couple hundred from membership fees. We will have an Instagram hashtag for MM engagement/photo sharing. Sharing the hashtag results via the Facebook feed or through a plugin on the website could help show that the club is active/alive.

f. Atac – Race Team Director

i. Dunlap Fund review

1. The Dunlap Fund was created by Sean Wilson in the memory of Steve Dunlap who died at a young age. The interest rates from the fund were to support youth cycling, but we did not generate enough money, so the money is sitting there doing nothing. Sean Wilson doesn't want the funds diminished, but did not supply a reference as to what the purpose of the money actually is. Our goal is to make the Dunlap fund accessible for use with the juniors team. Currently we do not have active junior members, so there is no sponsorship money. Previously, dissolving the fund has been avoided because of personal wishes from the donor, the IRS has definitive guidelines for donations and how they are spent, so ties can be broken.

ii. Race Team clothing supplier (Voler, Castelli Pactimo, etc)

1. The Race Team has been approached by vendors courting our business for uniforms. We have previously had a bad experience with Pactimo and are exploring our options. On an aside: Robert wants to talk to Atac about club sponsorship. We used to be sponsored by B and L and Ken's, Ken's would even sell the jerseys and we would get \$10 from each jersey sold. This discussion is tabled for future meetings. Atac has a litany of Race Team associated Facebook accounts and will share the login information.

g. John – Philanthropy Director

i. City Liaison

1. The city would not be adverse to meeting someone with the DBC a couple times a year. Informational meeting by design, Not a complaining about past items meeting. Keep it friendly: Where the DBC is going. For example – the DBC, RUSA, USA Cycling COVID guidelines, could be shared with the city. The city has the bike party. No one or person is designated as of yet, John will be interim/acting(?). The city sponsored bike signs, but some were wrong and not well informed. Maybe the DBC could help at instances like this. Maybe this liaison could come out of a combined organization meeting, Bike Campaign/Bike Parade/DBC/ Hall of Fame/ Bike Davis/etc. – a bike consortium to speak as one loud voice as opposed to many quieter and possibly conflicting voices. In practice this difficult. Cool Davis could also be talking partners. The consortium is an idea for rider development and riding bikes – they may overlap down the road.

h. Dave – Tour and Ride Director

i. March Madness

1. NA

i. Stewart – Double Century and Foxy's Director

i. Virtual DC ("DVDC"?) update

1. The virtual DVDC will go "Live" in the next few weeks. The website is updated. The rest of the DCs in the state are either virtual or blended. NorCal is all virtual. We don't need to do any prep work for things like t-shirts. Will send out a final image later.

j. Marla – Foxy's Director

i. SmartSheet Access

1. Resolved

ii. Cycle California Ad

1. Historically we have run adds in June, July, and Sept. This will cost \$1500 for three months, \$75 for website, and \$650 for 4 email blasts to an email data base. We need to start getting ready to advertise, the first cost will be issued in the end of April. We will need artwork for June advertisement. Marla and Stewart at working on it currently – Karen Josephson would help, but would do it but for a fee.

2. Foxys is a go. Some events are already live, but small ~100. Right not event status depends on counties and how many people are willing to ride in large crowds with strangers.

k. Deb – Ultra and Randonneuring Director

i. Brevet status

1. Brevets will be opening in March. A 200k is planned for March 22. COVID guidelines are in place. This event is completely self-supported. No DBC volunteers are needed, except Deb. Registration is open. International Women’s day is next Monday. Deb is running a “go for a bike ride event”, here you can post with the hashtag “iwd2021”, and Deb will send you a commemorative patch. This event is open to everyone! Eric can help with posting the event on the calendar.

3. New Business

a. DBC Letter of Support for AB22 Idaho Stop

- i. Walt Siefert sent an email to the Listserv about a bill that will be introduced into the CA legislature. This bill argues that bikes do not have to come to a complete stop at stop signs, and that they just have to slow down and check for clearance. The DBC plans to support the bill as a Board with a formal letter. John has written a letter in support and has shared it on Google Docs. Board members should provide comments such that the President can submit the letter shortly.

b. Follow-up on Open Discussion – Ideas, suggestions, items for DBC Board consideration for 2021

i. New/Young Rider Development

1. Sean Wilson is willing to come talk to the board. We need to figure out what we want to do and provide him with questions for him to bring answers to. Robert is talking to Nico at Bike Davis, and see if they are also interested in promoting this idea. The US Bicycling hall of fame, may also be interested in youth programs – if this is true, who should I talk to? John doesn’t know if there is enough action going on at the Hall of Fame, and supposes that there might not be enough energy to do what we are thinking. John can send a contact email to Robert.

ii. Club branding and kit updates

iii. April event

1. Bike scavenger hunt. Document with photo inside sponsors location. Landmarks fun things. Deb has an orienteering twist. Stash and collect things during the scavenger hunt. Rob will also touch base about setting up a Facebook group to do things along these lines. May is also bike month, use this as an opportunity to build enthusiasm about all things bike.

iv. Your favorite(s)

1. Dave - Vintage bike show and ride, dinner rides to winters/woodlands, ice cream rides summer evening.
2. Rod- Redesign of branding, ice cream ride, tours and local rides.
3. Rick – Club rides.
4. Rebecka – 24 hr-overnighter rides.

5. Deb – Tour de Fritter, 24 hr-overnighter rides, bike swap.
6. Armado – 24 hr-overnighter rides.
7. Eric – Dinner ride, Berryessa brewing ride (Thursday open late with the food trucks), vintage/gravel.
8. Atac – Invite engineers to learn more about new technologies, invite speakers on building own bike.
9. Marla – Club rides, second Saturday saunter ride (geared towards people who are new to the club who don't know how far or how fast they can go). Teaches shorter local loops. Martinic's rides.
10. John – Thursday dinner rides, vintage bike show with simple ride with to the hall of fame, maybe have food brought in/catered in.
11. Stewart – vintage bike show/ride.
12. What is the bar for us to reach for opening back up and posting club rides?
 - a. The Board should track what is going on and let's revisit this for the April board meeting. The Board members should have an opinion formulated for the next board meeting. We will have a report from the Brevet event execution by then. Maybe we only put limited-risk events on the calendar. We can also limit participants.

4. Adjournment: meeting adjourned at 9:12 pm

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