

Davis Bike Club

Board of Directors Meeting Minutes

January 8, 2024, 7:00 pm USBHOF



Attendees:

1. Call to order:

.a. Attendance of Members and Guests

PRESENT:

President: Dave Joshel

Vice President: Michael St. Paul

Secretary: Russ Ewers

Treasurer: Kurt Giles; Rick Waters (Outgoing)

Philanthropy Director: John Hess

Membership Director: Aimer Bhat

Director-at-Large, Double Century: Stewart Thompson

Director-at-Large, Ultra Cycling Events: Deb Banks

Outreach Director: Maria Contreras-Tebbutt

ABSENT:

Race Team Director: Heidi Verbeeck and Ray Spore

Tour & Ride Director: OPEN

Director-at-Large, Foxy's: OPEN

Website Managers: Robert Starkston; Russell Reagan

2. Consent, informational items:

- a. Dave advised that Bob Starkston could not attend this evening, but would attend the next Board Meeting with an update on the DBC Website.
- b. The following items were unanimously approved with no comments or changes and will be posted to the website.
 - i. The summary of the Holiday Party and election of officers for 2024.
 - ii. The November Treasurers Financial Report.
 - iii. The minutes of the November 6, 2023 Davis Bike Club (DBC) Board of Directors (BoD) meeting.

3. Unfinished Business:

a. Open 2024 Officers, Directors, Appointees -

i. The following positions remain to be filled:

Social Media Director tasks are being handled by occasional volunteer and paid consultant efforts. Ongoing efforts will be compensated as required from Maria's Outreach budget, within taxable guidelines.

Tour & Ride Director is still unnamed.

Foxy's Fall Century Director-at-Large is still unnamed, but not yet considered 'critical' to the event.

4. Directors' reports (as requested):

a. Treasurer (Rick Waters (Outgoing); Kurt Giles):

i. December Fiscal and Financial Reports were presented and can be found attached and incorporated into these Meeting Minutes.

ii. Status of Annual Financial 'Look-over' was not discussed

iii. The **2024 / 2025 Budget** was discussed.

Every Director has the capability to function within their respective budgets, knowing that they have the flexibility within those budgetary limits to enable special projects that support and foster cycling. In the event that more funding becomes necessary, Directors may return to the BoD to request Budgetary revisions.

The Budget line item for Liability Insurance was amended to reflect anticipated increased premium costs.

Concerns were expressed over the likelihood of the financial success of the Criterium and such impact on the Budget. Ray Spore has assured its success, but his and Heidi Verbeeck's not being present elevated concerns about what progress has been made getting it on the City of Davis schedule.

Upon completion of discussion, the amended 2024 / 2025 Budget from that submitted was unanimously approved and can be found attached and incorporated into these Meeting Minutes.

- iv.** Phishing Scams have been rampant recently and all Board Members are cautioned not to respond to unknown and unfamiliar email and URL addresses no matter who the sender may appear to be.
- b.** Davis Double Century, Director-at-Large (Stewart Thompson):

 - i.** Stewart is just beginning to reach out for his volunteer base, including rest area captains, vendors, etc. He will offer a further update on his progress next month.
- c.** Vice-President (Michael St. Paul):

 - i.** Michael and Maria Contreras-Tebbutt (C-T) advised that the next monthly DBC membership meeting speaker will be Liz Applegate, who is a well-known local Davis area sports nutritionist.
 - ii.** A \$100 gift card is not an unreasonable stipend to pay for a speaker of her caliber.
- d.** Tour & Ride Director – OPEN –
- e.** Membership Director (Aimer Bhat):

 - i.** Social Media Director -
Aimer Bhat and Maria C-T have occasionally utilized the services of Mary Elise and Sophia for various tasks associated with the Facebook and Instagram sites, but neither of those persons meet the desired requirements of that task in a full or part time role. DBC will continue using the services of part time compensated support personnel.

The Social Media outreach is critical in 2024 if we are to increase membership. As such, paper registration for membership will be discontinued, as it disproportionately impacts the volunteers required to facilitate such registrations. Dave will work with Robert Starkston to remove references and links on the DBC Website for paper registrations.
 - ii.** Consolidation and reorganization of media accounts -
There are still Facebook accounts for March Madness, Foxy's Fall Century, and The Double Century that are not being maintained by the DBC and have few followers (100 or less). The DBC Facebook account has over 2000 followers and is being maintained and updated.

A discussion occurred about images on the website. No action was taken.

Regrettably, for the recent Foxy's photo contest only three members sent in photographs for use. It is Aimer Baht's goal to engage the membership and improve their ability to upload and annotate photos for the website. The portal from the Foxy's Photo Contest is still available for member's use and submittal:

<https://forms.gle/8wLhVjea8brgSKQv8>

From this link, members can upload annotated photos and the Club can make use of them with proper credit on the website. Eventually, this effort will offset the current problem that we have, which is having a bunch of photos in the web-repo, with no annotation and metadata – like when it was taken, where it was taken, etc. This situation will be corrected over time.

iii. Recommendations / Status for membership fee revisions -

This topic arose in later discussion under New Business. See below.

iv. Request for outreach funding (Aimer Bhat; Maria Contreras-Tebbutt) -

Aimer Baht advised with respect to the Social Media accounts and the Changing Gears publication that Russell Reagan will be taking over the formatting of these sites and that he, Aimer, will be focusing more on the Social Media accounts, especially with regard to the four events that DBC runs.

Maria C-T felt that visibility of our Club is paramount, though not likely to go viral and needs excess funding.

Michael St. Paul inquired if the DBC has a concept or plan for the membership tunnel for increased involvement in the Club? Aimer responded that he is trying to funnel interest from group rides to participatory involvement in events. He is further wanting to encourage membership from those participating in our events, who are not members.

v. Other -

Should we limit items such as door prizes to only members? The feelings are mixed, but the consensus is that the core of the working members are probably less than half of the membership. The impression the Club wishes to make to the

community and participants in any Club event is to be inclusive and not limiting to guests attending DBC events.

f. Philanthropy Director (John Hess):

John was encouraged to spend ALL of his \$ 5,000 budget.

g. Director-at-Large, Ultra Cycling Events (Deb Banks):

- i.** Deb enthusiastically wants to resurrect and modernize the 12-hour / 24-hour distance event, but make it unique by putting it on Gravel. She suggests that it could utilize chip technology, depending on what such would cost, for tracking the riders. She suggests that the route could be on the levees around the Valley, in some configuration. Timing is a key. She will come back with future information at a later BoD Meeting. No permitting should be required, since we're not running on public rights-of-way, but they riders would be crossing them. A two-year commitment would be required to try it out and to work the bugs out. Insurability is a concern, since Gravel riding has not been insurable in the past, but that may change this year. Contact with the insurers is scheduled for January 17th and will hopefully provide some clarity in this regard.
- ii.** Further, since we don't have any media events, Ms. Banks proposes doing such an event as a Supermarket Sweep where teams of riders are provided maps of supermarket locations and cash from donations and sponsorships for teams to use to collect and purchase food at those designated locations. It's a mini-Event that includes media focus opportunities and nice socialization, gifting the food to a Food Bank or other worthy charity. It's a wonderful way for cyclists to give back to their community and have fun doing it. Stay tuned.
- iii.** Randoneurring is running 19 other events this year.
- iv.** Thematic, social, fun and even silly events can be pulled together for the entertainment and enjoyment of the cycling community. It may be as simple as a donut ride with prizes for time spent or pastries eaten, or even an historic tree ride, visiting one-hundred-year-old trees. The ultimate goal is to let the good times roll.

v. The latest DBC offering of this type is the leisure Saturday morning ride being led by Kathy Ormiston and John Forsyth. This ride is designed to be a slower paced, moderate distance (17-20 mile) ride in and around town. All they need now is a dry Saturday morning.

h. Race Team Director (Heidi Verbeeck; Ray Spore):

Absent ... no comment or discussion.

i. Secretary (Russ Ewers):

i. In the June 6 Meeting Minutes, a discussion was reported involving the staffing of the break stations in the Double Century and included Stewart Thompson's planned further involvement in the event. Stewart Thompson was not present at that time, but comments were recorded and reported in the initial DRAFT Meeting Minutes of that date. Stewart objected to these comments as hearsay and requested that this portion of the Minutes be removed. This section has not been published or posted and should not be placed in the permanent record. It was agreed by unanimous vote to not include this deleted section.

ii. Kurt Giles reminded the BoD that posting personal contact information on the Meeting Minutes can exacerbate the 'phishing' that has recently occurred and been noticed by several Board members. As a result, any recent postings of personal contact information in the form of emails and phone numbers for Board members will be redacted or deleted and every effort will be made to not post such personal information in the future.

iii. Dave Joshel pointed out that similar concerns have been discussed with Bob Starkston v-a-v the Group Rides, since the leader's' information is posted for them. This topic will be brought up with Bob when he attends next month's BoD Meeting.

j. Outreach Director (Maria Contreras-Tebbutt):

i. Request that a more understandable monthly financials report was programmed, but not discussed.

- ii. Request for a monthly membership report, including new and total membership counts, along with year-to-year comparisons was programmed, but not discussed.
 - iii. Maria is working on a new banner for the DBC that could be used to point out the Club's bike advocacy. She would like to see it prominently located on the fence at the IBHOF. Deb pointed out that such a banner should include Randoneuring and the Race Team as integral elements of the Club.
 - iv. Request for conversion to 501(c)(3) from 501(c)(4) was discussed to enable charitable donations. It was agreed that we need legal assistance to assure proper compliance. We have the original exemption status posted on the website. Deb Banks will see if she can obtain a recommendation for a lawyer to assist the DBC in walking through this process.
 - v. Suggest list serve become automatic membership benefit (in digest form) and for members only was programmed, but not discussed.
 - vi. A new member (Carl) has suggested that all DBC members have distinctive valve caps with the DBC logo on them as a new branding item. This might be something that could be given to new members.
 - vii. Solidify and advance the benefits of Club membership
- k. Foxy's Fall Century Director OPEN**
- i. How long are we going to wait before we accept the fact that we have no Director for Foxy's Fall Century? John Hess has recently sent out a request for volunteers. Do we really need advertising for Cycling California or will entries occur by osmosis and 1500 riders will just arrive to participate? The process requires some early attention, but the municipal authorities will not complete any of their approvals until the very last minute. As John Hess stated, the Board has done it before and, if we have to do it again, then we'll do it again. We hope somebody or a team of somebodies steps up.

5. New Business :

- a. John Hess pointed out that current membership costs \$30 for an individual and \$40 for a family. Years ago, DBC had a newsletter and other activities that required postage sending things out to the membership. Now, most is done electronically, which is a good thing. We have club meetings at the USBHOF because we contribute to them. We have discounts for bike tours, but do we really even have any tours anymore? We have the listserv. We have a Club membership to Ride GPS. We have a Holiday Party. For this list of 'benefits', couldn't we offer membership for less, for example \$20? John believes a reduced membership fee will bring more people in. The membership fee was raised when the Club reserves were perilously low and the budget was tightened. Yet, recently with surpluses showing from our distance events, we still raised our fees. Are we offering so much that we feel justified in this recent fee increase?

Stewart Thompson asked by example, "What are the benefits of being a member of the Club?" In addition to the items John listed, you can borrow bike travel cases/bags for travel, or use anything else in the storage shed. Through the listserv, members can communicate easily, borrow or buy bikes, bike racks, car racks, specialty bike parts and have access to a font of communal knowledge of routes and experiences ... do we need a list of these benefits and more? ... Dave Joshel offered that clearly the benefits outweigh the costs.

Russ Ewers interjected that this discussion of 'benefits' plays into the action to shift from a (c)(4) to a (c)(3) ... if you want to donate to an organization, you want to know what do they do? How do they benefit? Whom do they benefit and how does it benefit them? Russ sees the (c)(3) status as providing a societal-at-large benefit more than an individual benefit and perhaps a justification for donation or gifting.

Aimer Bhat pointed out that in addition to those benefits listed above that there are monthly membership meetings, designed as appreciation events and there are the weekly group rides and the long ride events.

- b. Pertinent to this discussion and still unanswered are the survey results that Robert Enzerink promised aimed at determining the future direction of DBC. This survey is vital to future direction.
- c. The Club address on Google Maps is correct, but wrong on Apple Maps- Kurt Giles will attempt to remedy this.

- d. A Sacramento group wants to have an event in Davis, but it currently would conflict with Foxy's Fall Century. October would be chaos with both Foxy's and the following weekend's Volunteer Ride. The timing of such an event in early September before UCD classes resume and students return would be more relaxed and possible. Deb will follow up with the group organizers.
- e. Kurt will be unable to attend the February BoD Meeting and Rick Waters will attend in his place.

6. Adjournment: 8:38 PM

Respectfully submitted,

Russ Ewers

Secretary, Davis Bike Club Board of Directors

Upcoming Events –

Davis Double Century (May, 2024)

Tabled Items (for future discussion) –

1. New members welcome gifts & raffle items for meetings: solicit bids for H2O bottles, DBC socks, polo shirts, & / or gift cards (or something else?)
2. (President / Rick Waters) Status of DBC Accounts un/pw Overview - Ongoing
3. Should there be a consistent refund policy across all club events (DC, 4th of July Criterium, Foxy's, etc.) and over time (Year over Year)? (Deb Banks)
4. Board Restructure to reduce / restructure officers
5. Robert Enzerink to provide questions for conversation on future direction of DBC

