

# Davis Bike Club

## Board of Directors Meeting Minutes

February 5, 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: Rick Waters (Filling in for the absent Kurt Giles)*

*Philanthropy Director: John Hess*

*Membership Director: Aimer Bhat*

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

*Outreach Director: Maria Contreras-Tebbutt*

*Website Manager: Robert Starkston*

#### **ABSENT:**

*Director-at-Large, Double Century: Stewart Thompson*

*Race Team Directors: Heidi Verbeeck and Ray Spore*

*Tour & Ride Director: OPEN*

*Director-at-Large, Foxy's: OPEN*

*Quartermaster: Dave Starkovich*

#### 2. Consent, informational items:

- a. The minutes of the January 8, 2023 Davis Bike Club (DBC) Board of Directors (BoD) meeting were unanimously approved with no comments or changes. Those approved Minutes will be posted to the DBC Website.
- b. Dave Joshel reported that Kathy Ormiston has March Madness under control and soon to be underway. Kathy will attend the February Membership Meeting to encourage the participants and provide further details regarding the event.
- c. Dave Joshel reported that Liz Applegate will be the featured speaker at the February Membership Meeting. Liz's talk is planned to begin at 7:30 PM after a social gathering of the membership. Liz stopped by to do a preliminary walk through of the presentation equipment. All went well.

d. The Board discussed and agreed that the upcoming Membership Meeting could be offered on Zoom, but questioned the ongoing cost, need and effectiveness of such Zoom capability. See the Treasurer's Report below for further details.

e. Dave Joshel will clarify with Kathy Ormiston what the March Madness fee will be and offer her the opportunity to present the March Madness awards (Medals? Pins?) at the April Membership Meeting. There will be no T-shirts this year.

### **3. Unfinished Business:**

a. Open 2024 Officers, Directors, Appointees -

i. The following positions remain to be filled:

Filling the **Tour & Ride Director** position is not an urgent concern.

Filling the **Foxy's Fall Century - Director-at-Large** position will become critical by April. Dave Joshel will approach Rich Rifkin to see if he is willing to do the Permitting again. Dave will pursue others to take the lead as a core group in a team approach to leading this critical event.

b. The topic of converting the Club non-profit status from 501-(c)-4 to 501-(c)-3 was deferred to New Business in these Minutes and can be found outlined below.

### **4. Directors' reports (as requested):**

a. Davis Double Century, Director-at-Large (Stewart Thompson) -

i. Dave Joshel reported for Stewart Thompson on the status of the DC. Stewart's report can be found in his email to Dave, which are attached to these Minutes. Stewart reports that currently, the DC is "Progressing on track, no issues out of the ordinary".

b. Vice-President (Michael St. Paul) –

i. Michael had nothing to report. The Board thanked him for providing dinner.

c. Tour & Ride Director - OPEN -

d. Membership Director (Aimer Bhat) -

i. Race Team renewals have begun.

ii. General Club membership renewals will begin in March.

iii. The membership numbers and the limits allowed by Wild Apricot seem to have some flexibility beyond the stated 500-member limit. Some of this flexibility

may be due to 'inactive' members. It is not felt that any increase to the next level of Wild Apricot (2,000 members) is currently necessary.

**e. Treasurer (Rick Waters for Kurt Giles) -**

**i.** January 26<sup>th</sup> Fiscal and Financial Reports were reviewed, with Rick noting that the First Northern Dunlap Savings has been shifted to the Edward Jones Money Market. This financial report will be attached and incorporated into these Meeting Minutes and posted on the DBC Website when the Minutes are approved.

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

**iii.** A reminder will be sent to the DBC Members of the Ride with GPS benefit of membership.

**iv.**...The Zoom cost of \$150 annual will be discontinued, as it is awkward and ineffective for most DBC activities and uses.

**g. Philanthropy Director (John Hess) –**

**i.** John advised that he had approved a \$1500 donation to the USBHoF. Rick Waters acknowledged receipt and payment of that request.

**h. Director-at-Large, Ultra Cycling Events (Deb Banks) –**

**i.** Deb contacted the organizers of the Vintage Cycling event that is scheduled to be held at the USBHoF in direct conflict with Foxy's. They remain committed to that date regardless of the conflict.

**ii.** Deb will be running a one-week mileage competition in May in honor of Bike Month

**i. Race Team Director (Heidi Verbeeck; Ray Spore) – Did not attend**

**j. Secretary (Russ Ewers)**

**i.** Corporate authorization documents have been removed from prior Meeting Minutes because of their potential financial risks with signatures and account numbers.

**ii.** Historical DBC Meeting Minutes dating to the 2006-07 fiscal year have been relocated to the Google Drive. Only the current and prior six fiscal years Minutes remain on the DBC website. Board members have been given the link to enable their viewing the historical records.

**k. Outreach Director (Maria Contreras-Tebbutt) –**

i. Maria advised of the upcoming Yolo Transportation District meeting, launching the Yolo Active Transportation Corridors Plan. This meeting will be held Tuesday February 13<sup>th</sup> from 4:30 – 5:30 PM at the Yolo County Transportation District Board Room (350 Industrial Way; Woodland, CA 95776). All members of the DBC are encouraged to attend as stakeholders in the development of this Plan. Deb Banks and John Hess noted their intention to attend. Others interested in attending are encouraged to RSVP to Katherine Menendez no later than Tuesday, February 6 by emailing her at: [kmenendez@ucdavis.edu](mailto:kmenendez@ucdavis.edu).

ii. Maria suggested and the Board agreed to post Helen Pool's obituary onto the DBC Website, as tribute to her founding membership of the DBC.

iii. There is evidence that even Maria can be worn out. She will no longer be running the table at Holmes Junior High School for the annual Loop-a-Looza event, due largely to a complete lack of appreciation expressed by the event organizers of her contributions in 2023. It is an event from which some new memberships may be garnered, but the amount of work required far outweighs any benefits gained. If DBC sees any benefit in such participation, others will have to do it.

**l. Foxy's Fall Century Director OPEN**

**m. Webmaster (Bob Starkston) –**

i. Bob reported on the DBC Website analytics as being favorable for searches and activity. A copy of these analytics is attached to these Meeting Minutes

ii. The DC Website is up.

**5. New Business :**

a. A discussion was held regarding the possibility of converting the DBC from a non-profit 501-(c)-4 to a 501-(c)-3. That discussion ended without any conclusion until the results of Robert Enzerink's survey on the direction of the DBC can be received and evaluated.

**6. Adjournment: 8:46 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. Should there be a consistent refund policy across all club events (DC, 4<sup>th</sup> of July Criterium, Foxy's, etc.) and over time (Year over Year)? (Deb Banks)
3. Board Restructure to reduce number of needed officers
4. Robert Enzerink to provide questions for conversation on future direction of DBC
5. Consideration to be given to conversion of non-profit status from 501-( c)-4 to 501-( c)-3.



----- Forwarded message -----

From: **Double-Century of DBC** <[double-century@davisbikeclub.org](mailto:double-century@davisbikeclub.org)>

Date: Sun, Feb 4, 2024 at 7:20 PM

Subject: DC Update, I can't make tomorrow's Board Meeting.

To: President of DBC <[president@davisbikeclub.org](mailto:president@davisbikeclub.org)>

Hi Dave

I can't make Monday's meeting, so here is my update for the DC. If you want additional information, give me a call, I'll be at home all day tomorrow.

**Report:**

Bottom line, progressing on track, no issues out of the ordinary.

**Intending to go live with Registration by the first week in March**

Current status:

- The rest stop captains have been identified
- County permitting is in progress.
- 6 of 7 rest stop locations have been applied for, (Resurrection outstanding)
- 2 rest stop locations have been confirmed (Guinda and Berryessa #2)
- VMC is reserved
- Rest Stop food vendors are confirmed
- The Logo is ready, will take it to Ink Monkey for T-shirt mockup on Monday along with request for Banner design
- Jelly Belly request is in
- Uhaul trucks are reserved
- Radio crew has committed
- RWGPS map is posted (same as 2023)
- Website is receiving a rolling update from 2023
- Eventbrite registration is ready, pending final "tweaks" and proofing
- Signup Genius is also ready, pending final "tweaks" and proofing

I think that's everything. It's probably more detailed than you need.

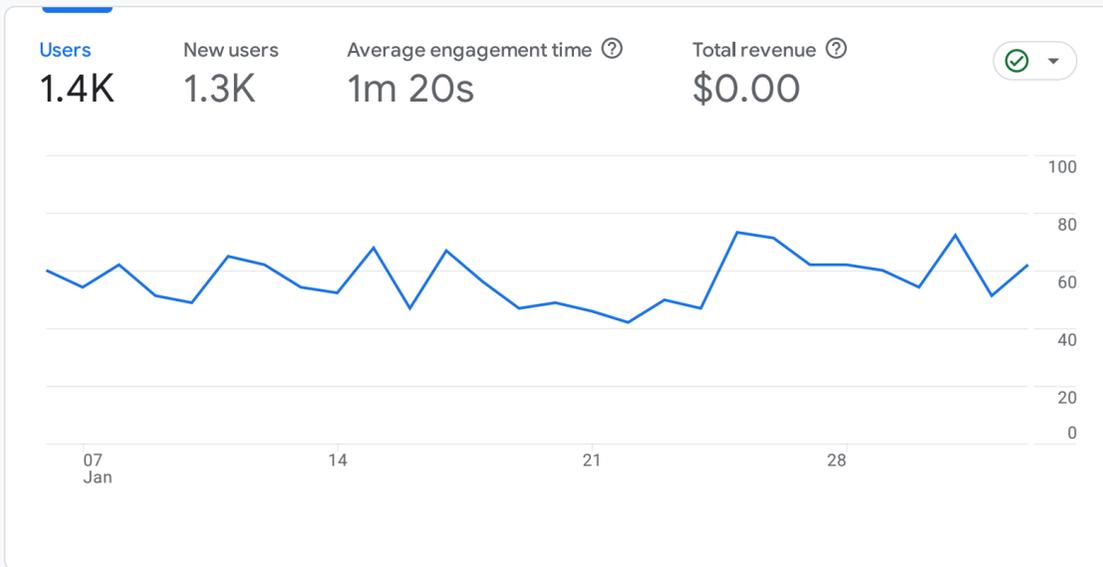
Stewart

Stewart Thompson  
Director, Davis Double Century

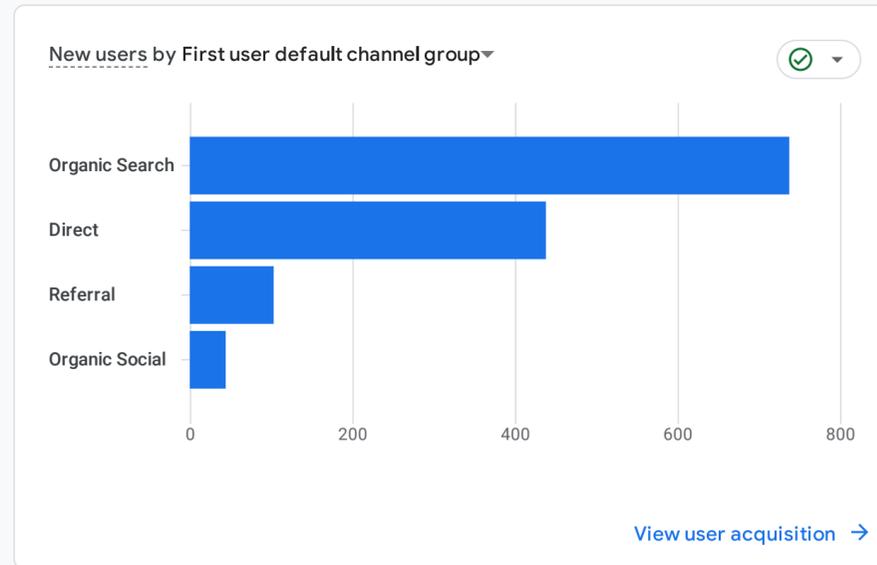
All Users Add comparison

Last 28 days Jan 6 - Feb 2, 2024

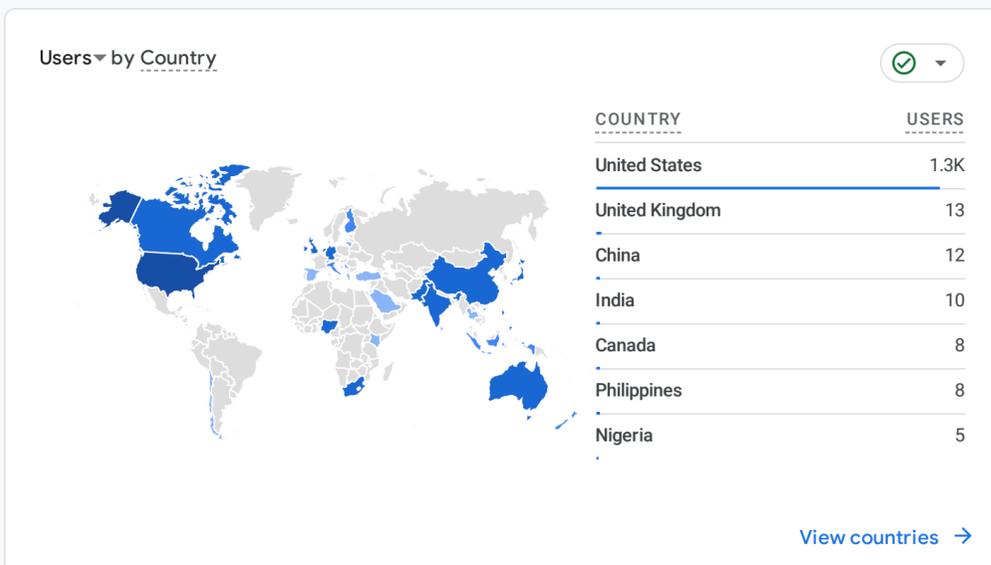
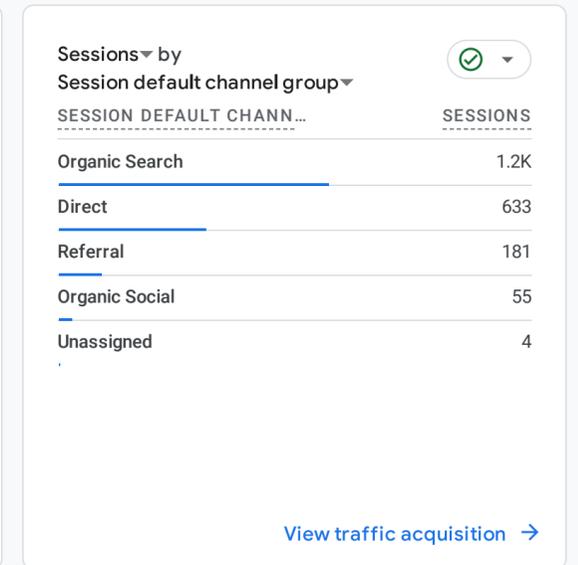
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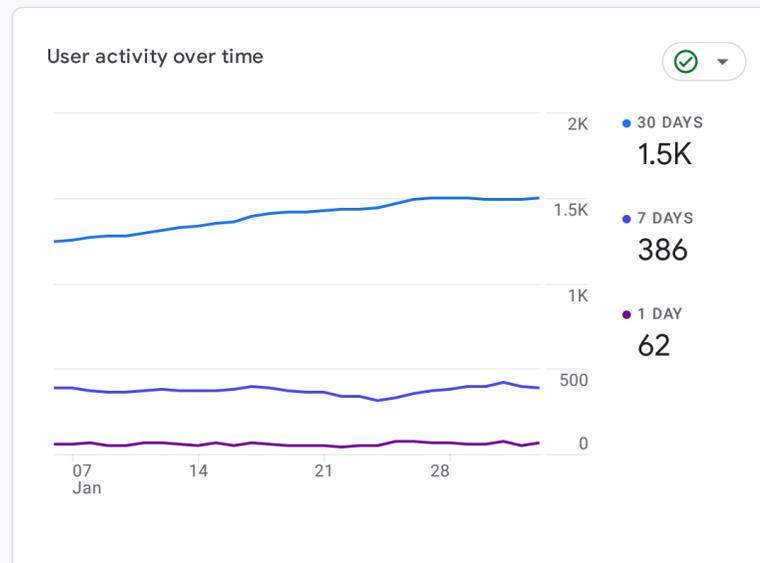
WHERE DO YOUR NEW USERS COME FROM?



WHAT ARE YOUR TOP CAMPAIGNS?



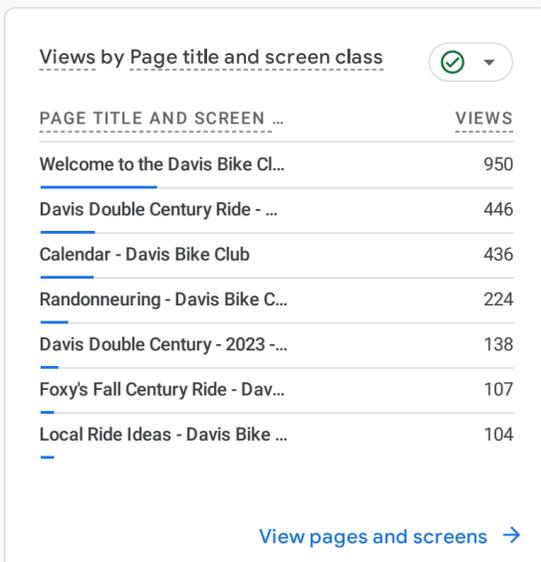
HOW ARE ACTIVE USERS TRENDING?



HOW WELL DO YOU RETAIN YOUR USERS?



WHICH PAGES AND SCREENS GET THE MOST VIEWS?



WHAT ARE YOUR TOP EVENTS?

