

PORTLAND WHEELMEN TOURING CLUB

Executive Board Meeting Minutes

September 24, 2018

Respectfully submitted by Joan Cullen, Recording Secretary

Attendees: Chip Kyle, Ashley Reynolds, Corey Eng, Lori Buffington, Joan Cullen, Sarah Hill, Rob Schroeder, Eric Hendricks, Jeff Marshall, Pat McManus, Steve Price, and Mianne Irick.

President Chip Kyle called the meeting to order at 6:29 pm at Legacy Emanuel Hospital. The agenda was accepted as amended.

Seating of Visitors: Chip welcomed member Mianne Irick who was here to present her ideas regarding the future of our newsletter and its integration into our other digital platforms.

Club Newsletter Presentation and Discussion: Chip introduced and turned the floor over to member Mianne Irick. After reviewing results of a short survey completed by Board members to help her get a sense of what information was disseminated to members via the newsletter, Mianne shared her ideas for strategically moving information contained in the newsletter to other social media platforms. Although the QR's pdf format has served the Club well in the past, integrating it further into the website's features could be made more efficient and effective way to share Club information with members. It was noted that some website access tabs already duplicate information contained in the newsletter. Currently photos are pulled from our Facebook page and republished in the QR. The monthly eblast alert already links members to important pages and activities taking place without requiring users to go into the QR. It was noted the Club had a little used Twitter account. Unlike the Top Talk, Ride Leader information, minutes, etc., Club member submitted articles on events or interest stories are only contained in the newsletter body.

Following approximately 45 minutes of discussion the Board was asked to consider the following:

- This was an opportune time to move over to using or combing with the website's other social media platforms for dissemination of Club information.
- Reformat the QR for a more up-to-date look and feel, but still retain the same type of information currently in the QR.
- Consider the possibility the Web Master could receive more of the topical information (articles) for posting and sending out links in the monthly member eblast alerts to other areas on the website.
- Consider the expansion of the Facebook Group for 2-way social interaction. This would mean encouraging members to join the Group.
- What is the probability of members using Twitter for promotion of events or activities?
- Consider creation of an Instagram account. Would it be used? Would it have more appeal to younger members?
- Redefine the role of an 'editor', and expand it to a 'communication director' who would decide how many social media channels would best serve the dissemination of the Club's news and information.
- A meeting between Mianne, Cindy Bernert-Coppola, Webmaster Committee member, and Kimberly Morehead, outgoing QR Editor, was recommended. Mianne indicated she would be interested in meeting with Cindy and Kimberly and going forward with the project at this time.

A MOTION to approve the August Executive Board minutes as distributed was made by Lori Buffington and seconded by Steve Price. The motion passed unanimously.

TREASURER'S REPORT

Treasurer Corey Eng had sent the IRS a letter of explanation regarding circumstances of the late tax filing for years 2016 and 2017 the first week in September. Another generic IRS notice adding additional interest was received from them today. It's thought the notices passed each other in the system. Corey plans to recontact the IRS. Corey distributed the 2018 September Account Balance

Summary ending September 24, a comparison summary showing 2017 and 2018 numbers, and the P&L comparison of January-September 24 for 2018 with the same time period in 2017. 2018 reflected a (-) \$23,528 vs. 2017's (-)\$34,659. The STP payment was just received so the operating account balance of total available funds, \$40,958.60, did not reflect the additional income. An updated P&L report by class was distributed and reviewed.

BOARD MEMBERS' REPORTS

President Chip Kyle reported:

- Jim Buchanan has agreed to take on the position of Program Coordinator along with his current position as Librarian.
- Mark Klein has accepted the role of 2019 STP Coordinator in conjunction with Corey's role as Day-of-Manager. Ann Morrow will be passing on her binder of notes to Mark.
- The October Club Meeting will be our annual Pizza Party. Atlas Pizza will deliver pizza and salad to the Church about 6:45 pm.
- Yasher Vasef from Community Cycling Center will be the presenter at the October Meeting.

V-president Ashley Reynolds reported she participated in the Harvest Century and had a great time. Reportedly the event had 800 riders, many of them younger riders. There was a great breakfast and dinner menu provided. Several PWTC members were there as support volunteers and course marshals. She thought participants liked the emphasis on food other than just snacks, and thought the Pioneer might look at that as a draw. She reported the Salem's Peach of Century ridership was down to about 280. She released a post on Facebook about the October Pizza Party. She also looked at our Twitter feed, which hadn't been used since 2014. She thought the addition of a PWTC Instagram account could appeal to younger riders.

Membership Secretary Lori Buffington reported 437 memberships and 591 total riders/family members, resulting in 88 new memberships and a total of 111 new riders/family members for 2018. She ran a quick hand count and found 81% of the 2018 renewals were on-line and 19% were mail-in checks. Ann Morrow sent a thank you note to the Club for her token of appreciation award for serving as 2017 STP Coordinator.

Recording Secretary Joan Cullen reported the minutes for September Club Meeting will be sent to Cindy for posting. With the change in dues structure, the Club tri-fold brochure would need to be updated, assuming the brochure still is considered to have advertising value in the bike shops and at events. Because all new registrations will only be accepted on-line, it should make updating the membership section easier.

Road Captain #1 Sarah Hill respectfully relinquished the floor to Rob Schroeder for the Road Captains' report.

Road Captain #2 Rob Schroeder reported 72 rides are on the October ride calendar vs. 75 in 2017. Sunday, Oct. 28 still needs rides and an eblast will go to ride leaders notifying them of the need. No new ride leaders (RL) have come forward in the past month. Bob Sahleen will lead his last ride on Friday, Sept. 28. The second RL Workshop has been rescheduled from October to November. Chin See Ming and Brian Hammer are planning a presentation on the use of Ride with GPS. Pat noted the Ride with GPS app printed maps require modifications to make them useable. There will also be a mini-ride leader orientation focused on pre-ride safety talks. Ride descriptions will now include 'maps available at ride start' when a link to an archived digital map is not available. The Thursday AM Triple Challenge has been continuing to have issues with new riders not being able to navigate the route or keep up with the fast pace. Rob and Sarah are looking for a regular attendee to help in this area. The photo release waiver has been added to the ride sheet sign-in forms.

Member-at-Large Eric Hendricks had nothing to report at this time. He will miss the October and November Club Meetings and the October Board Meeting.

Member-at-Large Jeff Marshall reported he found 200 members had ridden more than 100 miles this year.

Member-at-Large Pat McManus reported the October QR safety column would cover 'right hooks.' Unless there is a confirmed report of a rider accident in September, an extra raffle prize will be given out at the October Club Meeting. Sarah noted there was a rumor of an accident on one of the September Tuesday night west side rides. She said she would check into it.*

(*Sarah later confirmed there had been an accident and a report was filed with the insurance company. jac)

Member-at-Large Steve Price raised the question as to whether members are required to sign the photo release when they join or renew with the Club. It was decided members could opt out on the membership form; however, consensus was the photo release found on the ride sign-in sheet would remain. Riders not wishing their photo to be taken on a ride should avoid being photographed and make their wishes known to the Ride Leader.

COMMITTEE REPORTS

There were no Committee Reports given at this time.

CONTINUING/UNFINISHED BUSINESS

Club Name Discussion: Chip opened the discussion. Board members acknowledged they had actively been soliciting feedback from members since the last meeting with mixed results. Ashley distributed copies of comments from the 2014 name change survey. At that time, responses had been received from approximately 50% of the members who had received the survey, with 53% of those who responded indicating 'yes' a change was needed. Proposed next steps:

- Because of the sensitivity of this subject, it is felt a planned approach should be developed so all members feel they have an opportunity to voice their opinions. It became clear from member feedback there were opinions on several fronts – 'yes', 'no change', 'don't care', and, no majority of agreement on an alternative name.
- Publish in the QR a Board-supported article citing reasons for addressing the topic.
- Creation of a short survey to be sent to the entire membership to determine their interest in pursuing a name change. Survey release target date December or January.
- Determine willingness of members to commit to attending a Club Meeting where voting takes place.
- Realization that as the project goes forward it will be the 2019 Board who will follow through to the end, concluding with a vote at a spring Club Meeting.

Eric Hendricks, who is taking the lead on the project, asked Board members to email him their thoughts on the topic in preparation for the QR article and development of the member survey. Eric will be out of town until early November giving all members time to collect additional feedback and forward it on to him.

NEW BUSINESS

Charitable Gift Guidelines: Joan had emailed a revision of the proposed set of guidelines for the Board to review. Additional wording changes were suggested and consensus was to send it back for a second rewrite and have Joan resend to the Board members. Although final approval has been tabled, Joan recommended announcements be made at the October and November Club Meetings requesting members to submit requests for consideration and selection at the December Board Meeting.

Candidates for 2019 Board Positions: Chip opened the discussion. All positions are open except for two Members-at-Large (Pat and Eric) and Road Captain #2 (Rob), which expire in June 2019. The following incumbents indicated they were interested in running again: Ashley, Corey, Joan, Jeff, and Steve. Cindy Bernert-Coppola has volunteered to take over for Lori Buffington as Membership Secretary. There has been some interest by a couple members regarding the president's position, and Board members plan to follow up. Interested members are encouraged to talk to any Board member.

President Chip Kyle adjourned the meeting at 8:40 pm.