

# PORTLAND BICYCLING CLUB

## Executive Board Meeting Minutes

June 24, 2019

Submitted by Joan Cullen, Recording Secretary

Attendees: Pat McManus, Corey Eng, Cindy Bernert-Coppola, Joan Cullen, Rob Schroeder, Darin Swanson, Eric Hendricks, Steve Price, Alan Coppola, Dave Ek, Brian Hammer, Dave McQuery, and Lynn Thompson.

President Pat McManus called the meeting to order at 6:32 pm at Legacy Emanuel Hospital.

Seating of Visitors: Pat welcomed members Alan Coppola, Dave Ek, Brian Hammer, and Lynn Thompson.

A MOTION to approve the May Executive Board Minutes as distributed was made by Cindy Bernert-Coppola and seconded by Steve Price. The motion passed unanimously.

### TREASURER'S REPORT

Treasurer Corey Eng distributed the 2019 Account Balance Summary ending June 24, a comparison Balance Sheet summary showing 2018 and 2019 numbers, and the P&L comparison of January 1-June 24, with the same time period in 2018. The Wells Fargo statement indicates the operating account holds \$58,446.17; minus outstanding checks totaling \$1,715.04, the Quick Books accounting shows an available balance of \$56,735.13. The checking account (Pioneer) still holds \$335.60 and the business savings account is at \$4,273.85. Total available funds are \$63,055.62. The books are open if any member has questions.

### BOARD MEMBERS' REPORTS

President Pat McManus reported on the following:

- Pat confirmed there would be a July 22 Board Meeting, but there would NOT be an August Board Meeting.
- In an attempt to consolidate time spent at Club and Board meetings, consensus was for the Board to meet prior to Club meetings at All Saints Episcopal Church. The September Board Meeting will be on Thursday, Sept. 5. The Recording Secretary will be asked to monitor interim email threads to ensure topics of significance are addressed at the Board meetings and, therefore, get entered into the official minutes.
- The June Family Ride did not garner any participants other than the Ride Leaders. Issues of how/where to advertise were discussed. It was suggested future rides might try to partner with one of the many summer children's day camps as part of their activity curriculum.
- Design ideas for a new club jersey will be asked for in an upcoming QR article. Discounts on the existing inventory in the Store will be offered.
- Review and update of the Club's contact list is needed.
- Voice messages left on the Club's Information Line were apparently being automatically forwarded to the Road Captains. Follow up with Patrick Cecil, line monitor, was needed to clarify how the line works.
- The name placards identifying Board members at the Club meeting need to be updated. Cindy said she would follow up making new ones.
- Kurt Lootens has volunteered for the Program Coordinator chair.
- The QR Editor's computer has been down, so responses to members submitting articles have been delayed.

In Vice-president Ashley Reynolds absence, Pat McManus reported on several items. Both the annual picnic and Householder Memorial Event would require on-line registration. Ashley requested \$800 for picnic door prizes. The amount was approved by consensus. Ride leaders are still needed for the Householder rides.

Membership Secretary Cindy Bernert-Coppola reported the old Access database shows 553 members (which includes undocumented family members) and the on-line database shows 500 members. Renewals have been coming in although some are dropping family members reflecting the decrease in the membership numbers. Cindy had a flyer for Salem Bike Club's Peach of a Century on August 25.

Recording Secretary Joan Cullen did not have a final report at this time. She thanked Cindy for taking minutes in her absence at the Club Meeting and the members for the experience of serving on the Board.

Road Captain #2 Rob Schroeder reported June's ride calendar ended up with 98 rides. July currently has 91 rides with more still yet to be added. There were two non-Club event rides approved for mileage credit still waiting for descriptions (RACC and Cycle Oregon) from the designated ride leader. Unless a description is submitted, these two rides will be dropped from the calendar.

Road Captain #1 Darin Swanson reported there were three pre-picnic rides scheduled on August 4. Each ride would be posted separately on the calendar. Darin raised the question whether there should be other rides running opposite the Householder Memorial Event on September 14. Since there was a cap on the number of members and guests who could attend the buffet, it was decided to wait and see if the event filled up or not. If the event does fill up then it seemed reasonable to consider offering other rides on that day.

Member-at-Large Eric Hendricks did not have anything to report at this time. (See Committee Reports for his STP update.)

Member-at-Large Steve Price reported there had been a complaint regarding members' use of profanity specifically directed at riders in a group when multiple warnings of 'car back' were not being observed. A short discussion confirmed the use of profanity is not condoned, however, it was acknowledged there is a continuing level of frustration when riders are repeatedly unresponsive to the 'car back' warning. Coupling 'car back' with 'single file' was suggested if riders were unresponsive.

## COMMITTEE REPORTS

Bike Safety Committee: Steve Price, Committee Chair, did not have a report at this time.

Web Committee: Alan Coppola, Committee Member, reported they are in the last phase of the name change transition. The new logo had been put up on the site. If anyone runs across spots that need to be updated or replaced with new Club information, please alert a committee member. Dual emails for the Road Captains and the QR Editor will continue to be functional for a little longer. The logo on Instagram had been updated. On-line registration for the annual August picnic will be activated this week. There was clarification of the purpose regarding the use of Ann Morrow's Yahoo's list serve group. Alan reported she was still experiencing trouble updating the site to Portland Bicycling Club.

Name Change Transition: Darin Swanson, Chair, thanked the Web Committee for their diligence in updating the website with the Club's new name. He had not heard any feedback at this time from the membership regarding progression of the process. Darin was referred to Stacy Barbadillo for clarification regarding the status of the trademark applications.

STP 2019/2020: Eric reported the City has ok'd the permit for use of Holladay Park. Cascade has confirmed there will be a 2020 STP event on July 18-19, one weekend later than this year. Eric will follow up with the City on the 2020 date.

## CONTINUING/UNFINISHED BUSINESS

Ron Householder Memorial Event, September 14: It would be advertised in the QR and registration for members and their guests would be on-line.

Annual Picnic, August 4: It would be advertised in the QR and registration for members and their guests would be on-line.

## NEW BUSINESS

Pioneer Century 2020 Project and Survey Results: Darin opened the 50-minute discussion by reviewing the recent survey results. The selected survey audience was the Ride Leaders and 2018 event volunteers. Overall the majority of those surveyed were of the opinion the event should either turn a profit or at least break even. Discussion continued to focus on the ability to recruit volunteers (unpaid) to staff the start/finish line and rest stops, the need for committee guidelines, explore retention of the Club's ability to maintain a first class event, and how to promote and compete for rider dollars in the current environment of a market saturated with cycling events.

A MOTION was made by Darin Swanson as follows:

“The next step to pursue offering the event was to solicit members to lead and participate in a committee to propose an event to the Board. This committee should be made up of members who wish to contribute significant time toward the detailed design and execution of their proposal.”

The motion was seconded by Rob Schroeder. After further discussion, Pat McManus made an amendment to the motion adding:

“Any committee convened will be directed to organize an event with proceeds beyond expenses to be directed to a named charitable organization.”

The amendment was seconded by Cindy Bernert-Coppola. Pat outlined the goal of this amendment was to potentially attract riders who wish to support a designated cycling-associated organization, to possibly attract additional younger volunteers, and to specifically fund our annual charitable donations. Discussion ensued regarding the possible pitfalls of making such a commitment, particularly if there were no profits. Darin reported that only 4% of the survey respondents felt this should be an important goal for the Pioneer. A suggestion was brought up regarding using volunteers from the named organization but it wasn't felt there would be any guarantee the designated organization would be willing or able to do so.

Results of the vote on the amendment were: Yes = 1, No = 6. The amendment did NOT pass.

After further discussion regarding content of the amendment and of the original motion, Darin and Rob withdrew their motion.

A follow up MOTION was made by Darin Swanson and seconded by Rob Schroeder:

“The next step to pursue offering the event would be to solicit five (5) members to lead and participate in a committee to propose an event to the Board with goals which would promote the Club and, at least financially, break even. This committee should be made up of members who wish to contribute significant time toward the detailed design and execution of their proposal.”

Results of the vote on the motion were: Yes = 5, No = 1, and, Abstention = 1. Motion PASSED. Interested parties should contact Pat.

Annual Dues Review: Corey passed around several detailed accountings related to membership dues so far for 2019 and comparison with 2018. The worksheets captured activity numbers for purchasing of one year and two year signups, and, while 2019 membership numbers are down, the increased dues rate implemented January 1, 2019, reflected income from dues has stayed about the same. The recommendation from Corey and consensus by the Board was not to change the dues rate at this time.

Proposal for an End-of-Year Donation Drive: Steve Price moved the Board accept the following MOTION:

“No later than August 1<sup>st</sup> of every year, the Club President shall appoint a committee for the purpose of soliciting charitable contributions. The committee shall consist of as many members as the President shall deem reasonable and necessary. The President shall name one of the committee as the committee chair. No later than November 1<sup>st</sup> of each year, the committee shall begin requesting charitable contributions to be used for the Club's educational efforts. The committee shall be responsible for established procedures for maintaining records of donations and providing donors with appropriate records for tax purposes. The Club website and newsletter shall include announcements as requested by the committee.”

The motion was seconded by Eric Hendricks. Time was given for discussion. "Educational purposes" was defined as, but not limited to, Club meeting programs, outreach workshops, or sponsorship for certification of training ride leaders (such as providing a scholarship to send members through LAB's national training workshops or to attend LAB's annual conference). The Board would decide/approve how funds would be disbursed. An implementation process would need to be established by the initial committee, along with preparation and submission of an article to the QR, and initiation of an email blast soliciting donations.

The motion PASSED unanimously.

Financial Review Committee Policy Amendment: Board members had received a copy of the 2014 policy to review and to determine whether routine formation of a committee was warranted. A short history of the basis of its inception (proposed when there was a frequent turn over in the treasurer's position) and discussion of the ongoing annual need for appointment of members to such a committee ensued. There was agreement amongst members that such a policy was considered as a best practice for any organization. However, as a result of the discussion, no one felt there was a need for a Financial Review Committee at this time; therefore, a qualifying amendment was proposed.

The following MOTION to amend the policy for a Financial Review Committee was made by Darin Swanson and seconded by Steve Price:

"An amendment to the existing Financial Review Committee Policy states the Committee will be convened at the Board's discretion."

The motion PASSED unanimously.

Social Media Guidelines Proposal: Cindy presented history and concerns regarding the need for guidelines establishing the appointment of administrator(s) for the Club's social media (Facebook pages and Instagram) accounts and who are acting in capacity of editors for the sites. Examples were cited where, lacking content oversight, posts containing inaccurate event information had to be removed from Facebook. It was also felt imperative that both administrators and editors be active members. Cindy is the current administrator and editors are Brian Hammer, Kathleen Hellem, Ann Morrow and Ashley Reynolds. Arden Shelton had asked to be removed as an editor, and Bob Wong, who no longer lives in the area nor is an active member, was removed as an administrator.

A MOTION was made by Cindy Bernert-Coppola to accept the following guidelines regarding the Club's social media presence:

- Current administrators and editors of the Facebook and Instagram accounts be approved by the Board.
- In the future, any additions or deletions to the current social media staff be approved by the Board.
- The Club's social media administrator(s) and editors be members in good standing and active in the Club.
- Posts regarding Board decisions and policy be first circulated among the editors for consensus.

The motion was seconded by Eric Hendricks. Additional discussion clarified the editor of the Pioneer Century Facebook page would fall under these guidelines. Kathleen Hellem was identified as the current editor for the Pioneer Century page. The motion PASSED unanimously.

Policy Regarding the Limit on non-PBC Event Rides per Year: Since Ashley was not in attendance, and this was not a time sensitive issue review of the policy was tabled for discussion at a future meeting.

Final Comments by Board Members:

- The wife of member Roger Harris had recently passed away after a lengthy illness.
- A member who had recently been ill for several months had been diagnosed with a blood cancer.
- Joan was presented with a lovely potted floral arrangement and thanked for her service as Recording Secretary.

Hearing no additional comments President Pat McManus adjourned the meeting at 9:10 pm.