

# PORTLAND BICYCLING CLUB

Board Minutes

July 22, 2019

Respectfully submitted by  
Ann Morrow  
Recording Secretary

Meeting called to order at 6:33 p.m. by President Pat McManus.

Board Members Present: President, Pat McManus; Vice President, Ashley Reynolds; Recording Secretary, Ann Morrow; Treasurer, Corey Eng; Membership Secretary, Cindy Bernert-Coppola; Members at Large, Dave McQuery, Joel Loh, and Stacy Barbadillo.

Guest(s): Kathleen Hellem

## **Approval of Minutes**

- Motion to approve board meeting minutes for June 24, 2019 was made by Cindy Bernert-Coppola and seconded by Ashley Reynolds. Discussion regarding omission in content regarding the club's 501c(3) exemption status resulted in President tabling the motion to allow for correction to be made.

## **Treasurer's Report**

- Corey Eng shared Wells Fargo account information showing a total of \$67,398.30 available. He reviewed the Profit & Loss Previous Year Comparison, Balance Sheet Previous Year Comparison and Profit & Loss by Class with explanations and clarifications.

## **Board Member Reports**

- Members at Large: Stacy Barbadillo shared a story of an all-night bike ride he participated in and stressed the safety of lights which was spotlighted when one of the other riders, with no lights, fell and perhaps suffered a concussion. Dave McQuery advised that Washington County was soliciting comments on a road project involving widening of shoulders of Martin Road as it approaches and intersects with Rt 47, but the county's request seemed to be focused on pedestrians and not cyclists. Members may want to contribute comments or attend the open house on July 31. The project is called the "Martin Road" project.\*

- Membership Secretary: Cindy Bernert-Coppola described her efforts of consolidating two different membership data bases, much of it being a very manual job, and the weird idiosyncrasies she is working to resolve with the assistance of Mark Hartel. The expiration dates are now accurate and she reported 484 active members. Additionally, she presented new Portland Bicycling Club brochures and business cards. She will publish names of all new members since April in the Quick Releases since that has not been done recently. She also

noted that she was an organizer for a 2020 San Juan Island trip but the date initially selected included July 19 – the STP weekend!

- Recording Secretary: Ann Morrow introduced herself.
- Vice President: Ashley Reynolds shared that she had completed Seattle to Portland in one day and member Sarah Hill had also. She mentioned a success story from Reach the Beach, Chris, who also did STP and joined PBC.
- President: Pat McManus continues to provide some Family Rides but has plans for improving them to be useful for families and newer, slower riders. She is contemplating a new name that would indicate a slow pace.

### **Committee Reports**

- Safety Committee: Cindy Bernert-Coppola reported on an accident from a few weeks back on one of Tom Carter's rides. There was confusion about and discussion regarding the online accident form and who should fill it out. Pat McManus will review along with other committee members. The language should be dictated by the club's insurance carrier. In addition, Pat
  - a. has charged the committee to review the report forms
  - b. charged the committee to review a safety article on the PBC web site which contains good information but perhaps needs slight adjustments
  - c. also charged the committee to write a safety article for the QR each month. Articles should be written by a committee member and may contain a link to additional information but should not simply consist of an online link or article
  - d. noted more e-bikes on the rides and club insurance does NOT cover Type 2 throttle assist e-bikes
- Web Committee: Cindy Bernert-Coppola shared that Alan Coppola had purchased two additional URLs which were forwarded to the club's new URL so that when users search for names similar to Portland Bicycling Club they are directed to the correct URL. A "comment" option has been added to the Top Talk. Members must be logged in to participate. The internet transition from PWTC to PBC is continuing. PWTC.com still leads to Portland Bicycling Club and will continue to do so for the foreseeable future. She also shared that pictures of the new executive board members are up on the site; e-mails are changed to the new names; old club jerseys are discounted.
- Event Committee: Pat McManus reported that Alan Coppola will have an initial meeting July 25, 2019 with a limited group to develop 3 choices for a possible 2020 club event at the September 5 board meeting. Pat also shared that the comments at the Sunday Parkways have been favorable for the club's name change.
- Jersey Design Committee: Arden Shelton will chair the committee to develop a new club jersey but she will not order the jerseys! Ideally a club member will design them and Primal was the preferred vendor.

### **Continuing/Unfinished Business**

- Sunday Parkways: Kathleen Hellem advised the board that it had been brought to her attention that the new PBC banners used at events such as Sunday Parkways “look amazing” but lack diversity. She suggested the largest banner be redesigned with a collage of photos. Discussion included ideas that the photos reflect older/younger, racial and ethnic diversity, and cooler and warmer riding [not all jackets and tights]. Since a lack of quality, high-resolution photographs was the problem the solution proposed was to ask club photographers to create a ‘bank of HD photos’ in order to increase the variety available for at least one new banner.

Kathleen also advocated attending a 3<sup>rd</sup> Sunday Parkways as they are good exposure for the club and the new name. Pat asked Kathleen to investigate the “intersection superheros” and see if that would be an option for PBC. She would send a link to Kathleen.

- August Picnic: Ashley Reynolds detailed the status of preparations and reviewed the budget for the raffle prizes [\$800 had been previously approved]. Corey Eng shared that he would bring STP T-shirts.

STP memorabilia in Corey’s custody includes baseball hats and cycling caps. He determined that Team Leaders and other volunteers should have first crack at those rather than just giving them out like the T-shirts at the picnic.

Attendees will be encouraged to limit trash by bringing their own plates, etc.

- Ron Householder Event: Ashley Reynolds detailed the status of preparations and stated that the final count of participants will affect the amount of food and appetizers made available. There will be 2 ride offerings. Discussion included the possibility of more attendees than budgeted for and Ashley assured the board she had considered this and arrived at a “per person” cost if that occurs.

- Trademark: Stacy Barbadillo reported that maintaining/protecting the old PWTC logo with a trademark was not possible. It is an inactive logo and no longer represents a service or good. He could trademark the new name, Portland Bicycling Club, and new logo and he recommended that he be authorized to pursue that with anticipated filing fees of approximately \$225.

Corey Eng moved that PBC pay for the trademarking of Portland Bicycling Club and the logo. The motion was seconded and passed with one opposing vote.

### **New Business**

- NW Bicycle Safety Council: Ann Morrow advised the board that NWBSC may be ceasing operation and offered PBC the opportunity to assume some of their activities if that takes place.

- PBC logo apparel and accessories: A discussion of a variety of Portland Bicycling Club attire and other items ensued. Some board members were tasked with additional research to determine vendors and costs.
- Banquet: Pat McManus advised that Benn Schonman would like to retire as Banquet Coordinator following the 2019 event. He would welcome an assistant who could then move into that position.
- Dave McQuery had intended to address the status of PBC being a 501(c)(3) corporation but in light of the previous NWBSC report will wait. He's just wanting the club to conform to the law.

Dave did share that while marking the STP course his car died (for the second year in a row) and he had to rent a car. Corey Eng had already suggested that PBC reimburse Dave \$70 for his expense.

- Cindy Bernert-Coppola informed the board that some club members, anticipating the awards plaques to be given at the banquet in January, would like the option of choosing the club name represented on the award. They would like the mileage plaques to show continuity by continuing with PWTC. Comments were mixed and it would be shared with Bud Rice and Arden Shelton, the two that order the awards.

Cindy advised she would not be present at the next board or club meeting.

There will not be an August meeting. The September Board meeting will take place at 5 p.m. immediately before the club meeting on the 5<sup>th</sup>. Alan Coppola will be the primary presenter regarding a 2020 event at the board meeting.

The meeting was adjourned at 8:40 p.m.

\*Martin Road is a Washington County arterial between Highway 47 and Verboort Road. The road has seen an increase in freight and commercial vehicles that use it as a connection between Highway 26 and Forest Grove. Improvements are needed to accommodate the increased traffic. Martin Road between Highway 47 and Verboort Road will receive widened shoulders. The Council Creek crossing and the intersection with Highway 47 will also be improved as part of this project. An open house is scheduled for July 31, 2019.

<https://www.co.washington.or.us/LUT/open-houses.cfm>