

PORTLAND BICYCLING CLUB

Board Minutes

February 4, 2021

Respectfully submitted by
Kathleen Hellem, Recording Secretary

Attending via ZOOM: Board members: President, Doug Myers; Vice President, Ann Morrow
Treasurer, Corey Eng; Recording Secretary, Kathleen Hellem; Membership Secretary, Cindy
Bernert-Coppola; Road Captain(s), Robert Schroeder; Members at Large, Alan Mevis, Mike
Heffernan, and Don Zook.

Not present; Member(s) at Large, Stephen Bache and Road Captain (2,) vacant chair.

Guests present; PBC's Quick Releases Editor Lynn Blanchard, and Member Dave McQuery.

Board Meeting Minutes

Corey Eng moved to approve the **January 7** board meeting minutes, and **Ann Morrow**
seconded the motion. PBC board meeting minutes were approved by unanimous vote.

Doug Myers made a motion to approve impromptu **January 27** board meeting minutes re:
resuming club rides, and **Alan Mevis** seconded the motion. PBC board meeting minutes were
approved by unanimous vote.

*****February 4, PBC **Club Meeting Minutes** were deferred until the March club meeting, as
Corey Eng, club treasurer, found discrepancies in the treasurer's report.*****

Action needed: **Kathleen Hellem**, recording sec'y, to revise the *club meeting minutes* from
January 7, to resubmit to the board electronically; and finally minutes to be approved by both
the board and club members at the upcoming **March 4 club meeting**.

Treasurer's Report & Membership Report

To be reported at tonight's club meeting @ 7:00 p.m., February 4.

Road Captain Report

Rob Schroeder stated things are going fairly well since Stephen Burkhart stepped down as road captain. The next two months we will have rides posted on Monday, Tuesday, Thursday, and Saturday. So far, we have Doug Myers, Joel Loh, Dick Atkins, Dick Weber, and Kathleen Hellem as active ride leaders for the club. Rob stated that he will try to get more ride leaders to step up next month.

Club Insurance

Doug Myers reported that the 2021 PBC insurance liability policy has been paid. **Kathleen Hellem** asked if we are okay to amend the 2021 policy as needed for possible PBC club events upcoming as needed. **Corey Eng** stated that if we have a special upcoming event, similar to the Pioneer Century in the past, we would simply pay an additional premium to American Specialty Insurance. **Ann Morrow** added that American Specialty Insurance Company has other features we can access if we need to make any changes to the way the club runs throughout the year.

Donation to Faithful Savior Lutheran Church (FSLC)

Doug Myers stated that the usual \$1000.00 donation was held until we started leading rides out of their parking lot again. We donate to FSLC as we have access to the facilities. Now that we are starting to resume club rides again, Doug asked the board if they think a \$500.00 donation would be worth consideration? **Corey Eng** added that \$500.00 seems reasonable. **Cindy Bernert-Coppola** moved that we send a donation of \$500.00 to FSLC, **Ann Morrow** seconded the motion, and all PBC board members approved by a unanimous vote.

PBC's 10 Annual Non-Club Events - RE: PBC Mileage Credit

Doug Myers mentioned that we usually asked ride leaders to suggest 10 non-club event rides to put on the ride calendar to earn PBC mileage credit. We need to have ride leaders willing to step up and lead. Currently, due to covid-19, some events are unknown to date. What we know currently is the following:

- Reach the Beach - May 15
- Monster Cookie - June 27
- Strawberry Century - June 12

Doug Myers advised the board that we will defer this topic to the club meeting. **Corey Eng** stated that we need to relax the policy page as two-thirds of the page is not needed. **Ann Morrow** reminded the board that the Non-PBC rides criteria was already amended by the board

on 07/24/2017. Doug stated we need to omit time frames, as we don't have enough information re: dates for the usual annual supported bicycle events. **Ann moved** to *forgo* the time frames, **Mike Heffernan** seconded, and all approved by a unanimous vote.

PBC Annual Picnic

Doug Meyers suggested having the 2021 PBC Annual Picnic at **Marine Park** in Vancouver, WA. Doug mentioned the good points to this location are picnic tables, restrooms, and no deposits,. It is a first come, first serve location. All were in favor of this idea. For now, Doug stated that we will play it by ear given the covid-19 current state of affairs. The date is **August 8**.

National Bike Summit

Corey Eng made an motion via electronic-email to the board that three members attend the upcoming National Bike Summit virtually this year. Doug Myers seconded the motion, and all approved by a unanimous vote. The three members who will participate virtually are Doug Myers, Ann Morrow, and Corey Eng.

Marketing

Ann Morrow, Steve Burkhart and **Doug Myers** previously discussed how to proceed forward with PBC marketing efforts. It was determined that currently we need to focus on existing membership and recovery of members who didn't renew for reasons of the pandemic or otherwise. Future efforts to reach potential members after covid-19 subsidies include reaching out to the local bicycle shops with the new brochure in the works. **Cindy Bernert-Coppola** suggested we consider reaching out to past president **Pat McManus's** daughter-in-law, who is a professional graphic designer, to take a look at our brochure and business cards for input. In addition, Cindy mentioned we could place a gentle reminder to encourage members who didn't renew to do so. Cindy added we have two renews recently.

Kathleen Hellem reminded the board that we have the most important method of gaining exposure through *digital media*. Currently, PBC has made the transition to align all three platforms Instagram, Facebook, and Twitter under PBC related email addresses and default recovery addresses. This move was implemented to have a business social media platform solely for the club's marketing efforts that includes running paid campaigns and most importantly to remove the current club members and non-club members' personal email addresses from all of PBC's social media platforms. Lynn Thompson, PBC QR Editor is now the

main admin across all three sites. There will be a second admin added to the social media platforms. Currently, Kathleen Hellem is temporarily the acting admin, until Lynn Thompson finds a permanent second admin.

Action Needed: Align all PBC social media platforms to include multiple administrations to protect continuity.

STP Permits

Doug Myers advised the board that we have the STP permits from the City of Portland and should STP cancel their 2021 event, PBC will be able to get a refund directly from the City of Portland.

Renewal of Membership and Waiver

Corey Eng stated he renewed his membership through PayPal. Corey mentioned there was nowhere to sign the waiver. It was determined that the box for the waiver was check-marked from a continuing membership and renews automatically. Corey recommended that the current protocols be updated for renewals. Cindy Bernert-Coppola pointed out that there is a grace period of a couple of months where renewal of existing membership allows for renewal using existing waiver; if it lapses more than a couple of months, then the member who rejoins will be asked to sign a new waiver just like a new member.

Current Ride Sign-in

Mike Heffernan, Corey Eng, and Doug Myers stated we need to have everyone sign a new waiver on the current ride sign-in.

Action needed: Cindy Bernert-Coppola agreed to look at how the sign-in sheet is currently worded and to make adjustments as warranted.

Annual PBC Awards

Doug Myers said **Corey Eng** and **Arden Sheldon** will present the annual awards this evening at the upcoming PBC member meeting.

Meeting adjourned by Doug Myers at 6:50 p.m.