

PORTLAND BICYCLING CLUB

Board Minutes

January 18, 2023

Present via Zoom: Board Members: Ann Morrow, Vice President; Corey Eng, Treasurer; Christi Horton, Membership Secretary; Ride Captains Robert Schroeder and Todd McCollum; Members-at-Large: Richard Higgins, Doug Myers, Dave McQuery, Alan Mevis. Guests: Lynn Blanchard, Newsletter Editor; Benn Schonman; Joan Cullen.

Board Members not present: Mark Barnes, President; Kathleen Hellem Recording Secretary.

The meeting was called to order by Ann Morrow at 7pm. Ann presided over the meeting since Mark Barnes was not able to attend. Christi Horton took the minutes because Kathleen Hellem was unable to attend.

Approval of December 21 Board meeting minutes: The December 21 Board meeting minutes were discussed. Corey Eng suggested that we strike the last sentence of the paragraph "PBC Membership Annual Dues," which said that the Board had decided not to change the Club's dues in 2023. While there was some discussion of this at the December meeting, an official decision about dues will not officially be made until June. Doug motioned that we accept the December 21 minutes as amended (striking the last sentence of the above-mentioned paragraph). Richard seconded the motion, and it was approved.

Joan mentioned that the November Board meeting minutes had not yet been posted on the website. Ann will have Kathleen Hellem or Cindy Bernert-Coppola check into that, as it was probably just an oversight over the holidays.

Treasurer's Report: Corey Eng asked if there were any questions about the five reports he sent out prior to the meeting. Dave McQuery suggested that we move some of our money from checking to savings, insofar as there is more money in our checking account than what we will need for the next several months of operations. Several low-risk higher yielding investment options were discussed, and Doug moved that we move excess funds not required in the near future into a savings account or other higher-yielding account, with the exact amount and type of investment to be decided by the Treasurer. Dave McQuery seconded the motion. The motion was unopposed (8 in favor, one abstention).

With regard to our charitable donations, Dave McQuery mentioned that he has planned a February 25 club ride on the Banks-Vernonia trail that will stop at the Stub Stewart Park offices to present our charitable contribution check to Aaron Raines and Marsha Kirk. Corey mentioned that Mark Barnes has prepared letters that will go to the organizations to which the Club is donating money. Mark will have the option of presenting them in person or sending them in the mail.

Membership Report: Christi Horton reported that the club had 448 members as of January 18, including seven that joined in January so far. Doug asked whether this included one particularly large group, and Christi responded that the seven members included one couple; otherwise, all the new members were individuals.

Road Captains' Report: Robert Schroeder reported that the Ride Leader Workshop has been scheduled for February 8. In the past, the cost of this event has averaged around \$217. Given inflation, he expects that this year's event might be around \$300. Enough people have signed up to make the workshop worthwhile. Todd McCollum mentioned that he and Robert had been meeting to brainstorm for the agenda of the meeting, and will continue to do so.

Other Board Members' reports: Dave McQuery mentioned that Aaron Raines, Park Manager for L.L. "Stub" Stewart State Park and Marsha Kirk, President of Friends of Stub Stewart will be presenting at the March Club Meeting. Doug Myers mentioned that preparations for the Banquet are on schedule; awards have been decided and ordered.

Old Business

Ann reminded the Board of the upcoming dates of the following events:

Pioneer Century – June 3

STP – July 15-16

Club Picnic – August 6

Pioneer Century: Doug reported that the three rest stops are all set. He will have Volunteer sign-up sheets ready for the Banquet. He encouraged Board members to volunteer early to provide leadership for some of the areas – it would be great to have some things assigned prior to the Banquet. Doug still needs a Volunteer Coordinator for the Pioneer Century. Some other needs include marketing, reaching out to the Salem Bike Club, posting info at bike shops, and pursuing sponsorships (in the past Bob's Red Mill, Charlie's Produce and Columbia Distributing have made in-kind contributions). Richard Higgins asked if there are specific sponsorship levels or amounts established. Doug responded that there are not, but that we could offer some promotional recognition in our flyer if we were able to agree to some sponsorships early enough for that.

Lynn Blanchard pointed out that it would be good to have the ride registration fees decided early, including any early bird discounts or higher Day Of registration fees, so that info can be included in our marketing efforts. Doug said he had been thinking about having the same registration fee as last year, \$40, and increasing it to \$50 for people who sign up on the day of the event. This has not been decided yet, though - it's just an initial thought. With regard to marketing, Lynn and Cindy Bernert-Coppola have access to the Quick Releases MailChimp list; Christi Horton has access to the MailChimp list of prior Pioneer participants that was developed last year; these can be used to send some e-mail blasts once the pricing and marketing materials have been developed.

Ann suggested that perhaps a committee could be formed to assist Doug in finding people that could volunteer for these positions, and the consensus was that the Members-at-Large, in the form of the Safety Committee headed by Alan Mevis, could provide this support to Doug, with some assistance from Rob Schroeder and Corey Eng (since he is so well-versed in the volunteer needs for the Pioneer Century). Corey pointed out that things will be a little more complicated this year since the ride will go into Marion County, and Marion County requires more signage on the route. Alan will help coordinate a committee to help Doug with Pioneer volunteers and other matters.

All ride leaders and Board members should talk up our volunteer needs whenever possible, including our search for a new Treasurer to replace Corey, plus various positions for the Pioneer Century and STP.

STP: Bill Hamilton has said that this will be his last year coordinating the buses for the STP. Bill Hamilton is not currently a member of the PBC, but has volunteered to do this for several years. Ann proposed that as we seek a replacement for him we should give priority to club members, or at least give club members a right of first refusal for big positions like this. This is partly because some positions, such as Bill's, come with some perks: Bill has gotten two free STP passes in the past, and "free" transportation because he drives one of the trucks. Corey also mentioned that it was awkward this year to act as liaison between Bill, Cascade, and the Board – it would be easier if the bus coordinator were acting in sync with the Board. Ann mentioned that as part of our contract with Cascade, the Club also receives two other STP free passes, and 2 passes to the RSVP (Seattle to Vancouver BC) ride. These are usually raffled off, and this should be done sooner rather than later so that people can plan appropriately.

The good news on the STP is that Cindy Bernert-Coppola has volunteered to be the Volunteer Coordinator for the event!

Picnic: Arden has been working on the August picnic, and we need to obtain park permits soon. Ann recommended that Arden be given the ok to get a permit for Columbia Park, since that has worked well in the past. This does not preclude the Board from deciding on a different park if we want to, since the permit can be cancelled later if needed. There were no objections.

Awards Banquet: Corey reported that 38 tickets have been sold so far, and that we need 50 to hit our minimum commitment. He suggested that an email blast be sent out to encourage more registrations. A phone tree was discussed but seemed complicated. Last year 67 people attended the banquet, and we were at about the same level of registrations at this point last year.

Tokens of Appreciation: Ann reminded the Board that the Board has the option to give monetary (or gift card) Tokens of Appreciation to people who have gone above and beyond to lead big events. She sent out the Board policy on this prior to the meeting. This has been done in the past in amounts up to \$250 or \$500, though it wasn't done last year. While entirely discretionary, and not a quid pro quo for services, the Board should keep this in mind throughout the year as a possible way to express appreciation for those who take on leadership positions for our main events, or who exemplify extraordinary service in other ways.

Marketing: Ann mentioned that our new president, Mark Barnes, is very keen on building the club this year with more marketing efforts. He has suggested several possibilities, including 1" and 3" decal stickers, using business cards more often as a way to market the club, and building some store inventory of Club jerseys, t-shirts, etc. Lynn suggested riding caps. Dave and Doug liked the idea of stocking the store, but they pointed out that finding a place/person who can store the inventory has been an issue in the past. Christi and Richard suggested looking into drop shipping or e-commerce fulfillment services that might be able to print promotional items on demand and handle the order taking and shipping directly to members for a fee.

Other Business:

Banquet Subsidy: Corey pointed out that the banquet subsidy for members will be greater than the \$13/person mentioned in the last Board minutes. The meals will cost \$38 plus a 22% gratuity, which comes to \$46.36. Todd thought that we had agreed at the last meeting that we would pick up the

difference between the \$30 we are charging members and whatever the final cost is. Corey proposed that we clarify that we are subsidizing this difference (not limited to \$13), and there were no objections.

Steven Bache: Corey mentioned that there will be a memorial for Steven Bache on January 28, and he suggested that we spend up to \$100 on flowers for the service. Steven Bache was on the Board until he had to resign for health reasons. There was no objection to this.

Website updates/housekeeping: Ann reported that Cindy has made several updates to the website, including updating the Executive Board page, the non-PBC event ride page, and adding Bud's Central Oregon rides under Events. Ann encouraged everyone to help Cindy keep the website accurate by notifying her if we see things on the website that need correcting or updating.

Non-Club Rides: These will be discussed and approved at the February Board meeting. The rides currently being considered (so far) are:

Monster Cookie - May 7 - Ann Morrow
Harvest Century – Sept ? - Kathleen Hellem
Reach the Beach - May 20 - Dick Weber and Lynn Thompson
Covered Bridge Bicycle Tour - Aug. 13 - Lynn Thompson
Gorge Ride – June 24 – Dick Weber

If anyone is interested in proposing other rides and offering to be Ride Leader for those rides, they should contact a Board member.

The meeting adjourned at 8:17pm.

Respectfully submitted,

Christi Horton
Membership Secretary