

CBC General Membership Meeting Minutes
May 21, 2018
Outdoor Chattanooga

- Meeting called to order at 6:02 pm.
- Presiding: Mike Hartline
- Officers present: Michelle Anderson, Tim Blaes, Daisy Blanton, Mike Hartline, Tony Perri, Chuck Puglisi, Phil Pugliese, Sharon Russell
- Others present: John Oakey, Matt Mallett

Agenda items in bold

Call to Order – 6:02 pm.

Approval of April Meeting Minutes – Motion: Sharon, Second: Tim. Vote: Approved.

Elect Membership Director - Tim made motion to elect Matt Mallet, Membership Director. Second: Chuck. Vote: Approved.

Certificate of appreciation – Mike showed the certificate to Toyota of Cleveland for hosting the club at the recent CBC Century ride. Toyota of Cleveland provided designated parking areas, cooler with water and Gatorade, key chains and let attendees use their restrooms.

CBC Jersey – Mike had idea of contracting with a company to produce 1990's logo with red color jersey for new club jerseys. Proposed club give active members new CBC jerseys. Give to members in appreciation for their membership in the club. Discussion and concerns from several members regarding budget. There was discussion on what qualified as active riders. Tony stated that active riders' info can be obtained from the ride sign in sheets. Matt brought up idea of having 1 jersey per membership household. Sharon expressed concern about club spending money not budgeted as per the bylaws. Members reviewed bylaws and there was no mention of spending outside budget. Phil recommended reviewing the club's charter about the budget issue.
Action: Sharon will review club charter.

Tony mentioned idea of having value added memberships in which members that attend certain number of ride get discounts on club jerseys. Recommended selling to members at reduced rate.

Sharon expressed idea of having several choices of design and colors that members could vote on. Increase in budget allotment for CBC clothing and accessories was mentioned.

Motion: Chuck made motion that club invest up to \$6,000 in rebranding in marketing. Second: Tim. Vote: Approved.

Action: Next meeting Sharon and John will present costs for jerseys. Sharon will investigate various designs and costs.

Action: Matt will talk with Lou and Tom about active members. Matt will provide list of members.

To assess active members, Chuck mentioned idea of sending out emails to members inquiring how many rides they had ridden with the CBC since January 2017.

Action: Matt will compose email to members to determine the active riders. He will send the email to the executive board to review before it is sent to the membership. The email will inquire about riding with CBC since January 2017 and explain there will be complementary jersey- Are you interested? Matt sent up gmail account through Membership Works.

CBC License plate – Mike mentioned having license plate sticker. Tony mentioned having vehicle license plate for CBC. No further discussion.

Agenda protocol – Mike told board members to respond to deadlines for agenda items. If items are put on the agenda after the deadline they must be approved by Mike.

Vice Presidents – Tim Blaes, Joe Lodato, Tony Perri

Bylaws revisions – The Bylaws Committee made revisions in red font and they were distributed to the board. There were several revisions recommended. Chuck stated in Article IV., Section 1, The term of office shall be one year (period after year.). Article II Membership, Section 2, Sharon recommended removing the new section because it is considered a procedure.

“Currently: 1 renewal notice sent 1 day before expiration. Reminders sent on days 15 & 45. At 91 days member is removed from active folder & placed in former members folder.”

Article VI: Meetings in Section 4 and 5 recommended there needs to be clarification on the various meetings and who can attend meetings. Mike stated that quorum members were updated.

Action: Mike will work with Tim on the various bylaw revisions.

Treasurer – Sharon Russell presented the Monthly Financial Statements and there were not questions. Sharon presented \$500 contract for accounting tax preparation services. Same person that prepared the club taxes last year. There were not objections. Motion by Phil to approve tax preparation contract. Second: Daisy. Vote: Approved.

Secretary – Michelle Anderson – no items

Road Ride Coordinator – Peggy Olson – Update on CBC Century. Not present, not discussed.

Membership Director – Matt will not purchase a tent but use current CBC banner at events.

At next meeting Matt will report on contacting local bike shops about giving customers CBC membership pamphlets and members discounts. Lou made pamphlets and they can be distributed to bike shops. Discussion about CBC members having cards to present to bike shops for discounts. Matt had the idea of having a digital membership receipt that is emailed to members. They can print receipt as proof of membership and present at the bike shops.

Matt asked club members why they continue to send Tailwind to members that have not renewed memberships? Daisy said people were purged from getting Tailwind after membership expires.

Discussion about continuing to send Tailwind to remind people to join. Tailwind was recently added to the ride calendar and a header on the website.

Action Plan: Matt will get with Lou to see the number of memberships and Board memberships that are not paid memberships.

Advocacy Director – Phil Pugliese stated there is a TN Bike/Walk Summit in Nashville, TN on May 31-June 2, 2018. Phil will attend, and another advocacy member may attend. CBC is sponsoring attendees.

The CBC applied for the City of Chattanooga Special Events permit for 3 State 3 Mountain on May 4, 2019. Hincappie also applied for the Special Events permit for the Fondo on the same date. City officials must make the decision. Phil cautioned this may become political. Mike proposed rescheduling to second weekend of May (Mother's Day). Mike recommended forming a 3 State 3 Mountain organization committee to plan the event.

Communications Director – Daisy has been approached by a club member to promote his benefit ride called the Great Cycle Challenge that will raise money for the Children’s Cancer Research Fund. Members approved Daisy putting into the Tailwind and recommended including contribution link on the club’s Facebook page.

Social Media Director(s) – Michael Brown, Mikki Blaes – Not present, no discussion.

Survey Update – Chuck informed attendees there were a couple of questions that will be sent to members. Send survey questions once every other week. Results will be published in the Tailwind. Several members recommended having questions that were not open ended with multiple choice, yes or no. Survey through survey monkey.

Questions are:

- How many rides do you do with the club? 1-2, 3-4, 5 or more
- How satisfied are you with CBC?

Old Business and New Business - Items were not discussed because members were not present.

Recap of Actions:

- Mike and Tim revise bylaws. Provide copy of revisions by next meeting. Members vote. PDF file of bylaws. Send final draft to Daisy for Tailwind.
- Sharon and John will present costs for jerseys. Sharon will investigate various designs.
- Matt present number of paid and family membership along with board memberships at the next meeting.
- Matt will send email to members inquiring how many times they have ridden with the club since January 2017? 0-9, 10 or more.
- Daisy will put members fundraising article in Tailwind.
- Sharon check CBC charter to determine if it is acceptable to spend funds outside of budget. It was not clear in the bylaws.
- Chuck will send out survey questions.

Motion to adjourn made by Daisy. Second: Sharon. All approved. Meeting ended at 8:05 pm.

Next meeting – Monday, June 18, 2018 at 6 pm. at Battlefield Outdoors, Fort Oglethorpe, GA