

CBC General Membership Meeting Minutes
August 20, 2018
Outdoor Chattanooga

- Meeting called to order at 6:05 pm.
- Presiding: Joe Lodato

Officers present: Michelle Anderson, Tim Blaes, Ben Keim, Joe Lodato, Tony Perri, Chuck Puglisi, Sharon Russell

- Others present: Rich Rudner
- **Agenda items in bold**

Approval of July Meeting Minutes – Motion: Ben, seconded: Tony. Vote: Approved.

President- Joe Lodato

Octoberfest Half Hundred bike ride – update

Joe stated there were no updates regarding this ride. The CBC is sponsoring the ride and will have a CBC tent set up at the event. This event will take place on October 27, 2018 in Jasper, TN with 50 and 30-mile rides. The ride will be \$25-\$35 based on registration times.

Meeting with Shannon Burke – Joe is having a lunch meeting with Shannon on August 21, 2018 to discuss 3 State 3 Mountain. Joe stated that Phil suggested a Memorandum of Understanding (MOU) with Shannon regarding the coordinator of 3 State 3 Mountain next year in 2019. Shannon has recommended other dates in late Spring or in the Fall. City of Chattanooga Permit for May date was withdrawn.

Vice Presidents – Tim Blaes, Joe Lodato, Tony Perri

Tony – analysis of 3 State 3 Mountain Survey results – Tony presented Survey and email analysis from a marketing perspective. He stated the email responses were good with 47% open rate and there were 34% that clicked on the survey. Club Satisfaction was 71% positive and 23 % responded with unsure. For the 3 State 3 Mountain survey 85% responded that they wanted the club to do 3 State 3 Mountain. There were 43% of 92 responses that wanted the event in October and 26% responded with May. For the length, 86% responded they wanted the current length Metric or Century, of the responses, 57% expressed interest in the Metric and 35 % in riding the Century. Comments mentioned were- “Value to do the event, sentimental value to continue the event, people just want to ride. Recommendations to partner with other organizations or get sponsors such as Hincappie, VW, Litespeed.” Sharon stated that 3 State had these sponsors in the past. Tony stated there were 52 comments.

Chuck stated this was a good quantitative analysis. He recommended reviewing trends in comments. Tony stated that he will analyze the trends in the responses. He requested Sharon give him access to responses in Survey Monkey. Chuck stated that we need to review repeated comments and connection issues. Also think about CBC in the community.

Alternative venues for 3 State 3 Mountain that were discussed by the board members were the Chattanooga Christian School but not alcohol on the premises. Others mentioned were: the Chattanooga Convention Center because they do Ironman or The Terminal. Both Joe and Ben stated they rode the Tour De Rocky Top that was held at a Knoxville Bar and sponsored by a local bike shop. Riders rode the course and returned to the bar to eat and drink beer. Partner with a bar such as The Terminal.
Action: Ben will talk to his contact at The Terminal about this idea.

Survey was in the Tailwind and Membership works emails that were probably sent to members. Club Satisfaction survey results were 77 responses and 39 of those were satisfied with the club. Tony mentioned that some people may not be getting emails. Members recommended continue sending reminders in the Tailwind for the jersey survey.

3 State 3 Mountain Survey to wider population – Facebook, possible Spapchatt, Twitter

Tony mentioned other avenues of sending a community survey separate for 3 State 3 Mountain.

Tony also stated Club is still not getting articles in the newspaper about cycling. Recent article about Jim Johnson, CBC member, regarding his cycling business. Recently there was an article from Outdoor Chattanooga about overall bike safety. They do a community workshop on bike safety.

There were no discussions about Facebook, possible Snapchatt or Twitter.

Group discussed using Go Pro to take videos and pictures of the rides.

At Large – Chuck Puglisi

Survey questions – updates – 3 State 3 Mountain update

Members requested that Chuck keep the 3 State 3 Mountain and jersey surveys open for another month.

There are 259 emails sent through the Tailwind. Ben recommended reminding members to complete the surveys in the Tailwind.

Treasurer – Sharon Russell

Monthly Financial Statements - She had earlier emailed members the Monthly Financial Statements. No discussions.

Chattanooga State Expo Event August 29, 2018 – The event is from 10:00 am. – 1:00 pm. in the Amphitheater beside the Student Center. Michelle showed the board the new CBC Banner that Matt got printed. Everyone like the banner. They recommended printing another one with darker colors. Tony recommended also using the old banner. Sharon sent Tony a membership brochure with the CBC logo.

Action: Tony will get Membership brochure printed by Print Tree.

Sharon inquired about ideas for giveaways.

Action: Michelle is bringing two boxes of Cliff Shot Gu (Mocha and Citrus).

Action: Tony is going to the storage unit to see if we have water bottles, t-shirts or other items to give away.

Rich had an idea of having people spin a bicycle wheel and get swag items. Since there are no swag items and the event is next week, the members decided to do this idea at the next event.

Rich mentioned the idea of offering student memberships at a reduced rate. The consensus of the board was that a discount would need further investigation with the bylaws and a board vote, as well as how to get it set up for processing through Membership works. Members decided since the event was so close they will move forward with current membership price.

Memorial Contributions in Lieu of Flowers – Sharon stated that Martin Penny's mother passed away and that the family had requested donations to SPARK in lieu of flowers. Also, Uwe Zitzow had responded to inquiries regarding memorial contributions in Carol's name with a suggestion that donations be given to an outdoor organization that she supported. Sharon recommended giving \$50 each. Board approved the recommendation.

Secretary – Michelle Anderson – River Gorge Omnium is coming up on August 25-26, 2018. The Time Trials and Criterium race downtown will be Saturday, August 25, 2018 and the River Gorge Road Race will be Sunday, August 26, 2018. They need volunteers and people to house teams. She sent board members email from Lisa Anderson, Volunteer Director, requesting volunteers for both events. Sent email to Daisy and Mikki to include in the Tailwind and Facebook page. It's on the Facebook page and several board members stated they were volunteering.

Road Ride Coordinator – Peggy Olson – Not present, no discussions.

Membership Director – Matt Mallet – Not present, no discussions.

Advocacy Director – Phil Pugliese – Not present, no discussions.

Communications Director – Daisy Blanton – Not present, no discussions.

Social Media Director(s) – Michael Brown, Mikki Blaes – Not present. Sharon mentioned that Bike Around Murray (BAM) sent her information about their bike charity ride event on September 8, 2018.
Action: She has posted on ride calendar and forwarded information to Mikki for the Facebook page.

At Large 2nd position – Ben Keim – Nothing presented

Old Business –

Jersey Committee – Update

Currently there have been 92 responses and of those the votes are:

- A. Red/Blue and White jersey – 23.8%
- B. Cityscape with lime green stipe – 42.9% (in the lead)
- C. Black and white cityscape with light blue front – 33.3%

Sharon stated that the jerseys would cost \$39-\$41 for a quantity of 200. Pricing for bibs/shorts would be significantly higher.

Chuck inquired about the timeline of the jerseys, to which Sharon answered that Ascend would be able to deliver within 4 weeks of order placement. There was discussion regarding the timeframe for obtaining counts and sizes. Sharon stated that Ascend provides a fit kit, but that the timeframe for use of this is limited to two weeks. Sharon mentioned that Ascend can provide an online store from which members can place individual orders. Tony suggested that the club could alternatively order in bulk – that Ascend could likely provide typical sizing distribution statistics - and then distribute to members on first-come-first-serve basis, with follow up orders placed as needed.

Action: The Jersey Committee will research order and quantities.

This led into discussion of cost, and what amount of that cost should be subsidized by the club.

Tim recommended the Club sell jerseys to members for reduced rates at \$30 - \$35. The bibs would cost \$75 or more, and members could buy those for full price. Others mentioned the club subsidizing a portion of the jerseys and selling them to members for \$20-30.

Chuck stated that if the CBC Board is moving in the direction of charging members for the jerseys then he would resign his board position. Chuck stated that he supports providing jerseys at no-cost to members. He stated that members have expressed to him that the club has nothing to offer for their membership but weekly rides, and that they would ride with or without the club. He thinks members should get something for their membership. He thinks giving members the jersey is a way to get members together. Chuck mentioned that the jerseys could be distributed at the year-end ride in October.

Sharon stated that members do get something for their membership - the website, ride calendar and the Tailwind, as well as ride insurance and social activities, and that membership dues do not cover club expenses.

Chuck stated the jerseys will give people a sense of belonging with the club and reiterated that club members' point of view is what do they get out of the club. He thinks the jerseys will give them some acknowledgment and sense of belonging.

Chuck mentioned that three months ago the club approved \$6,000 for the jerseys as an amendment to the budget.

Sharon stated that the amount was approved as marketing/promotional expense, but that no decision had been made at that time as to how much of jersey cost would be subsidized by the club and that the amount approved in that motion would not cover the cost of providing free jerseys to all members. She expressed

concerns about going over budget by such a large amount – whether it was in accordance with the bylaws, and if not would that jeopardize the club’s status with the State of Tennessee. She asked Joe about the legalities.

Actions: Joe stated he would research the laws. Sharon said she will talk with Gray about the financials. Joe stated that another option is to delay purchase, and put the jerseys in next year’s budget.

Joe had the idea of having the jerseys tie into membership renewals.

Joe and Tony expressed having a special meeting to discuss the jerseys. Joe made motion to have a special meeting to discuss. Tony seconded the motion. Motion approved. Members decided to meet in two weeks, Tuesday, September 4, 2018.

New Business

- **Memberships - Group Rides** – No discussion

Bike Walk TN – CBC sponsored Phil to attend the conference. Tony stated that Phil attended.

Bike Walk initiative – Joe attended a meeting with Bike Walks programs that mentioned having round table events. The club could become involved in partnering with these groups through developing working relationships with them. He mentioned an example of volunteering for the Bike valet at Moon River and promote using the new bike lanes. These initiatives are all about fitting biking into daily lives. Joe is on their listserv and they will have round table discussions twice a year. He thinks it’s a great way to promote the club.

Motion to adjourn made by Joe. Seconded: Ben. All approved. Meeting ended at 8:19 pm.

Next meeting – Monday, September 17, 2018 at 6 pm. at Outdoor Chattanooga

Submitted by:

Michelle Anderson
Secretary