

CBC General Membership Meeting Minutes
September 17, 2018
Outdoor Chattanooga

- Meeting called to order at 6:00 pm.
- Presiding: Joe Lodato

Officers present: Michelle Anderson, Daisy Blanton, Ben Keim, Joe Lodato, Matt Mallett, Peggy Olson, and Sharon Russell.

Others present: Shannon Burke, Kelvin Clay, Gray Fletcher, Bob Olson, Lou Pape, Rich Rudner

Agenda items in bold

Approval of July Meeting Minutes – Motion: Sharon, seconded: Rich. Vote: Approved.

New Business - Chattanooga State Outdoor Partnership – Kelvin Clay, Chattanooga State Intermural Coordinator.

Kelvin Clay and Courtney Debin, Outdoor Recreation Coordinator, presented information about their intermural program and how they wanted to improve student success through building relationships with the city, community and campus. The CBC recently participated in the Chattanooga State Outdoor vendor showcase that promoted outdoor activities such as hiking, caving and biking. Their goal is to bring students to collaborative events and send students over to participate in various outdoor events. Kelvin mentioned the CBC having a Pedaling for Pancakes bicycle ride on the Riverwalk for about 2 miles with the students and having more consistent events. Kelvin stated having students form an affiliated Chattanooga Bicycle Club on campus. This Bicycle club would be led by students with an advisor. Courtney stated that she was recently hired as an Outdoor Recreation Technician to promote outdoor activities through developing partnerships with agencies like the CBC. Kelvin stated that students have limited access to bicycles because the college does not have enough bikes for students to use in events. They also inquired about the CBC doing workshops on riding safely on the roads, bike maintenance, or how to ride bikes. Joe stated that he would put something in the Tailwind newsletter requesting the members donate bikes. Joe had the idea of having an alley cat event where students could ride bikes to historical places and answer questions. Peggy stated that Outdoor Chattanooga has workshops with certified trainers on the various workshops Kelvin mentioned. Matt stated that UTC has a bike maintenance program and that maybe vocational training could be developed at Chattanooga State. *Action: Matt will send Kelvin the name of his contact at UTC.*

Gray and Matt talked about the beginner rides through Battlefield Bikes in Fort Oglethorpe, GA. Matt stated students could rent the bikes for \$5.00 on site.

Members recommended Kelvin send a survey to students to gain their interest in having a Chattanooga Bicycle Club at Chattanooga State. Discount student membership rates were mentioned.

Peggy stated that as Ride Coordinator she would have joint rides with CBC members and students. Volunteer opportunities for students was also mentioned for the upcoming Chattanooga Challenge Bicycle ride on October 13, 2018.

Once Kelvin contacts Joe about the student's interest in the Chattanooga Bicycle Club at Chattanooga State we will present the proposal to the board.

President- Joe Lodato

2019 3 State 3 Mountain Challenge – recap of conversations with Shannon Burke and direction.

Shannon stated having the 3 state 3 mountain rides in October. Also recommended having shop rides that are informal training rides that can be held at local attractions and/or restaurants.

Shannon stated when he has attended other cycling events people remember 3 State and asked him what happened to the event. Several people have expressed interest in continuing 3 state 3 mountain. Joe stated that someone from Ohio emailed him and stated they brought people to the event. Lou also mentioned receiving similar emails from out of state people interested in 3 State.

Shannon thinks it will be easy to bring it back. He recommended getting sponsorships/partnerships such as REI. Chattanooga Challenge/Oktoberfest has partners.

Gray mentioned that in the past it was challenging to administer the event because few members volunteered. Also, the club spent lots of money on law enforcement manning roads and having people at rest stops. Shannon stated that for the Chattanooga Challenge sponsors are manning rest stops such as AAA and that other sponsors.

Shannon also recommending cross promotion with other ride events such as having flyers at Cherohala Challenge and Beautiful Backroads. He also recommended having training rides at local breweries.

Venues were discussed. Gray recommended Shannon talk to Phil about a potential venue of land that is near the river. Finely Stadium was an expensive venue.

Peggy recommended sending out an ad for 3 State 3 Mountain using the email list. Peggy recommended telling the people that we are coming back with 3 State but in the meantime, they may have interest in riding the Chattanooga Challenge/Octoberfest ride. Gray stated that she had the 3 State registered list of participants mailing list on Active.com.

Daisy stated that she also has this information but is having software issues, which will require contacting the computer company to retrieve this information.

Action: Gray will send Shannon the registrants mailing lists.

Action: Sharon will send Shannon 3 State 3 Mountain survey results.

Action: With access to Membership Works from Sharon, Shannon will send membership notice letting them know that because of the survey responses, 3 State will be coming back next year. In the meantime, promote the Chattanooga Challenge ride.

Gray made a motion that the club will agree to work with Shannon on pursuing a Memorandum of Understanding (MOU) for coordinating 3 State 3 Mountain event. Lou seconded. Vote: Approved.

Action: Joe stated that he will draft a Memorandum of Understanding (MOU) with Shannon regarding coordinating 3 State 3 Mountain ride next year in October 2019. The board will vote on the MOU at the next meeting.

Shannon's 2018 Oktoberfest ride – remaining volunteer needs and opportunities and continued promotion by Club. Shannon has a volunteer spreadsheet. *Action: He will send Daisy the list of volunteer opportunities to put in the Tailwind.*

Ironman Volunteers – The Volunteer Coordinator for Ironman has approached the club about volunteers and offered grant funding. Michelle told the members about how Ironman has given grants to various community agencies that are volunteering for the event. It is an article in the latest Get Out magazine. Ben stated they need volunteers to support competitors through riding with them.

Action: Joe will reach out to the Ironman Volunteer Coordinator.

Vice Presidents – None present, no discussions.

Treasurer – Sharon Russell

Monthly Financial Statements - She had earlier emailed members the Monthly Financial Statements and a Budget Forecast from Gray. The club expenses have exceeded income by \$5,388.37. No discussions.

Memorial Contributions in Lieu of Flowers – Sharon told members that the Club donated to SPARK in memorial to Martin Penny's mother passed away. SPARK sent a thank you letter. Also, memorial

donations were made in Carol's name with a suggestion to various outdoor organization that she supported.

Secretary – Michelle Anderson – no updates

Road Ride Coordinator – Peggy Olson

Ride leaders recognition dinner – Next February, Peggy will have a pizza party for ride leaders and recognize those that have led several rides. Peggy will organize and have in next year's budget.

End of Season ride/event – Peggy stated that since we do not have an Events Coordinator, therefore members need to help scheduling an event venue and food. Peggy will work on getting the rides together. Gray stated there is only \$700 in the events budget. Lou mentioned having lasagna and others bring bread, salad and desserts. Michelle will send Peggy Cohutta Community Center info. End of season ride will be October 20, 2018.

Annual Party – Dates mentioned were January 5, 12, 19 or 26. Group decided January 19, 2019. Members will discuss this at the next meeting. Sharon stated that officers for next year are voted on at the January meeting. Sharon stated that a nominating committee needed to be formed and to be thinking about board candidates.

Peggy recommended getting another banner printed. The members told Matt they liked the color but some thought it might look faded in the sun. However, the banner worked great at the Chattanooga State event and it was held up across the tent using ties. *Action: Matt will have another one printed, same size and colors.*

Membership Director – Matt Mallet

Membership Information – Matt stated in Membership Works there are 225 in the system, but 149 were paid memberships. There have been 57 that have dropped their memberships. Recommended sending email to members to try to get them back. Lou stated that in Membership Works there have been 45 people joining in one year but more dropping off. We are not maintaining members. Rich mentioned that he is a believer in club advocacy for cycling community. He stated that people may not be aware of the club's advocacy efforts. Recommending promoting Phil's advocacy (i.e. club sending to Bike/Walk events) in the Tailwind and stating the donations the club has made to other events/organizations. Daisy stated that if people send her the information she will include it in the weekly Tailwind.

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

Communications Director – Daisy Blanton – no updates

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

At Large – Ben Keim – 3 State 3 Mountain Venue – The Terminal

Ben has not talked to his friend at The Terminal about 3 State 3 Mountain.

Action: He will touch base with him about sponsorship or have lead up rides at his restaurant.

Old Business

Jersey Committee – Results and discussion

Survey Results

Currently the Jersey survey vote responses are:

- A. Bridge (winner) – 66 votes at 43.14%
- B. Blue with black and white cityscape– 49 votes at 32.03%
- C. Red/Blue and White jersey – 38 votes at 24.84%

Voting ends September 19, 2018.

Sharon stated that it will take 4 weeks to order jerseys and that members may not get jerseys until 2019.

Jersey cost – amount (if any) to be subsidized by the club – Joe stated that at the end of last month's meeting there was discussion about a budget item to subsidize the members club jerseys. It is not practical due to the financial situation of the club. Peggy stated the idea of offering free jerseys to members that would earn them as ride leaders or volunteers at events. The group decided it was not sustainable to offer free jerseys to members. Ben mentioned giving away t-shirts to volunteers to wear at events. The costs are more affordable. Ascend needs to be told which design is approved.

Ordering process – bulk vs club store timeframe - Gray stated the previous blue CBC jersey were ordered in maximum quantities to lower the price. She stated that worked well. Members talked about opening an online store for 200 jerseys and have the option of ordering more to get bulk pricing. This would provide jerseys in stock for new members.

Sharon stated members could order the jersey and the club could purchase stock items to sell later. Sharon stated distributing the jerseys at the annual party and having the fit kit available. The results of the survey will be in time for the end of season ride in October. Members stated the idea of opening the online store at the October end of season ride and having fit kits available. Members could order the jerseys and get them at the annual January party.

An announcement needs to be put in the Tailwind with the jersey vote results and that online store will be opened and fit kits will be available at the end of season party. Members stated having fit kits available also at local bicycle shops such as Owens and East Ridge.

Sharon stated the estimated costs mix and match items (bibs/jerseys) were:

200 items at \$39

100 items at \$47

150 items at \$44

Purchasing questions, the members had for Ascend were:

- *How long will they keep the store open?*
- *When does pricing kick in?*
- *Can the store be reopened?*
- *What are the payment options?*

Discussions were made about how in the past people ordered the jerseys online store and the order was held with actual amounts until the whole order was complete. Gray stated that club members could do their online orders and the club could fill the gap to get the price for 100 orders. That amount would be 100 items at \$47.00 per person. Other options discussed were purchasing other club sizes for people to exchange if needed.

Action: Sharon will contact Ascend about purchasing questions.

Action: Sharon will use Membership Works to send emails to members about jersey survey results and order details. She will also send the announcement to Daisy for the Tailwind.

New Business

T-shirts – Next meeting agenda – Lou Pape quotes & designs

Motion to adjourn made by Ben. Seconded: Gray. All approved. Meeting ended at 8:15 pm.

Next meeting – Monday, October 15, 2018 at 6 pm. at Outdoor Chattanooga

Submitted by: Michelle Anderson, Secretary