

**CBC General Membership Meeting Minutes**  
**October 15, 2018**  
**Outdoor Chattanooga**

- Meeting called to order at 6:03 pm.
- Presiding: Joe Lodato

Officers present: Michelle Anderson, Daisy Blanton, Joe Lodato, Peggy Olson, Tony Perri, and Sharon Russell.

Others present: Shannon Burke, Lou Pape, Rich Rudner and Jim Wideman.

**Agenda items in bold**

**Approval of September Meeting Minutes** – Motion: Sharon, seconded: Joe. Vote: Approved.

**President-** Joe Lodato

**3 State 3 Mountain Memorandum of Understanding** – Joe is still working on it because Shannon stated he is going to present a proposal.

**Venues for 3 State 3 Mountain** – Shannon presented an update about the Chattanooga Challenge ride. There were 250 riders that participated. Riders expressed interest in doing a shorter mile option. The event had unanticipated costs regarding the stadium venue, food and traffic control. Shannon stated that having a 3 State 3 Mountain event would include more money for police traffic control around the city and venue costs.

Joe had idea to start the event in the Slygo area and climb Sand Mountain. He mentioned using a parking lot. The group stated that the route would have to change because Burkhalter is not an option.

Shannon recommended doing the ride in the Sequatchie Valley area. This would involve less traffic, farm fresh food from various businesses such as the Cookie Jar Café and Sequatchie Cove Farms. Shannon stated that several people asked about the Sequatchie Valley Fall ride.

The group discussed the high costs of putting 3 State 3 on with traffic control expenses. Lou stated the reduction in ridership during the last few years of 3 State made it a challenge to meet increasing expenses. He stated that 3 State would have to start in the City and it involved dangerous roads such as Suck Creek that has no shoulder and issues with cars.

Shannon stated that doing the current 3 State is not economical and feasible. Gray stated that the club broke even from Jersey sales.

Shannon proposed as Project Director to split the profit with the CBC. Shannon will write a proposal for an event that is more sustainable and profitable for the club. Shannon will offer an alternative event that will include partnerships with the EMS and Southeast TN Tourism Association.

**Annual meeting/party** – Usually there is 65 people that attend the event. *Action: Lou will investigate catering options.* He mentioned Sticky Fingers.

Club members usually bring desserts. *Action: Joe will investigate meeting rooms downtown.* He mentioned that Big River has a Banquet room.

*Action: Michelle will send Joe a list of to do items she did for last year's annual meeting and an agenda from last year.*

Lou recommended having a presenter like last year (Mark Jacobs) and give out door prizes. At the meeting the new board members are elected.

**Vice Presidents** – Tim Blaes (not present), Tony Perri

**Data Security** – Tony stated the business and governments are regulating data through the General Data Protection Regulation (GDPR). He stressed that organizations need to be complying with Protected Identified Information (P.I.I.) to protect client's information. He stated that P.I.I. data security laws are being developed. He had concerns about members data. Lou stated that Membership Works protects data and that Membership Works Stripe for the purchasing function follows P.I.I. standards. Tony asked Lou for administrative access to Membership Works.

Tony wanted to make the club aware of these new data security laws. He proposed developing a policy for data security. He stated that the GDPR standards is being enacted into laws in N.C. and CA. He stated that 501(c) 4 organizations are not exempt from GDPR laws.

**Club Growth and awareness strategy** – Rich presented ideas for expanding membership and creating awareness of club benefits.

He stated that the club needs to develop four databases.

- 1) Rides – Have a neutral clearing house, one central place for CBC registered events.
- 2) Volunteers – Need more volunteers. Recommended recognition for volunteers that participate in events event and ride leaders.
- 3) Bike Shops – Recommended organizing meetings with bicycle shops and find out from them how to increase ridership. Also proposed meeting with Scenic City Velo for ideas.
- 4) Memberships – Databases need to be developed with industry partners and other community organizations. College students and high school students could volunteer with the club in exchange for community service hours, i.e. TN Promise for college students requires 8 hours of community service every semester. Students could be marshals in rides. This will show them the benefits from being involved in the CBC.

Develop a 3-year outreach plan that will involve P.S.A's. and videos. Proposed developing a plan. Reach out to the membership. Have teams and committees report proposal back to the CBC Board.

Tony stated there is aggregate membership data from the website.

*Action: Joe requested Rich develop goals and timelines for the Outreach plan.*

Discussion about revising the Tailwind to include a Table of Contents with links to topics of information. Developing various databases will be a 3-5-year project.

*Action: Tony will assist Daisy with software issue to get data regarding the newsletter and 3 State.*

**Treasurer** – Sharon Russell

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

**Secretary** – Michelle Anderson – She stated that she will not be able to attend the next meeting. Tony Perri has volunteered to take minutes at the November meeting.

**Road Ride Coordinator** – Peggy Olson

**End of Season ride/event** – The Cohutta Community Center was not available. To avoid scheduling conflicts and reduce costs, Peggy decided to host the End of the Season ride event at her house on Saturday, October 20, 2018 at 12:00 pm. Currently, 25 people have RSVPed. The forecast is calling for an 80% chance of rain. Ride leaders have the option to cancel their rides. The tables and chairs will be rented on Thursday. Need people to bring iced tea and lemonade. Lasagnas, salads and breads will be provided, and members can bring their favorite desserts.

**Recap of Chattanooga Challenge rest stop** – Peggy reported there were lots of volunteers. Several riders stated this was their favorite sag stop. Peggy stated that Matt had a second banner made but there

were not volunteers to set up a table at the start of the ride. There were lots of familiar faces riding that were former CBC members. She stated that if people like us they will want to ride with us. She recommended accepting people and making them feel welcome.

**Combined CBC/Chattanooga State ride on October 26<sup>th</sup>** – Peggy is leading a shorter version (10 miles) of the usual Friday CBC Riverwalk ride with Chattanooga State students with CBC members. Chuck is leading the longer ride. Students can rent the kiosk bikes. She stated that if members want to donate bikes for the students to ride let Kelvin Clay know.

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

**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** – Not present, no discussions.

### **Old Business**

#### **Jersey Committee – Purchasing jersey details**

Sharon reported on the purchase options for club clothing from Ascend:

1. Club makes bulk purchase of 100 jerseys at \$47 each.
  - a. This is the least expensive option but requires the club to assume responsibility for processing individual orders, payments, and delivery.
2. Ascend provides an online store, with club guaranteeing a minimum total order of 100 items at \$56 per jersey plus shipping.
  - a. Shipping options:
    - i. Ascend ships to members individually and adds shipping charges to each member's order)
    - ii. Ascend ships to club for distribution to members (least costly, but club must coordinate distribution to members)
3. Sharon suggested an alternative in which, rather than order extra stock to meet minimum order requirements, club could simply subsidize the cost to bring members' price down to that of the bulk pricing.

The group rejected the third option, preferring to purchase extra stock to have available for sale to future members, and since the club would be required to maintain and distribute stock for either of options 1 and 2, determined that it made better sense for the club to choose option 1 to keep costs down.

Joe volunteered to be responsible for storing/distributing the additional stock.

Lou stated that he had successfully setup and tested a website storefront in Membership Works using Stripe for payment. It was agreed that TN sales tax and shipping costs will be built into the price, but that the club will help to defray that cost for club members by offering them a 10% discount. Jerseys will be distributed at the annual meeting.

*Action: Lou will set up the online store. There will be a bulk order of 100 items from Ascend.*

Guidelines will be set up for members to get their jerseys and other merchandise at club rides. The jerseys costs will be \$50.

Lou recommended the cost be \$55 and members would get a \$10 discount, which will be \$49.50 for members. The sizes will be sport, club with various sizes up to 4 XL. There will be a link to Ascend sizing in the online order. The shorts will be \$72, the bibs \$76.50 and socks \$13.50.

### **New Business**

**T-shirts** – Lou Pape quotes & designs – Lou stated that for the Season Kick off he had T-shirts made. The company he worked with can open an online store until the t-shirts are sold. These can be sold for a fundraiser. The costs are \$6.00 per t-shirt for 50 or less. The T-shirts could be separate for members. A sizing chart will be online. Several attendees recommended super soft t-shirts. The group expressed interest in ordering t-shirts particularly for volunteers at community events and club promotion.

*Action: Lou will check with company about pricing of super soft t-shirts*

**Nominating Committee – next year's CBC officers** – Peggy & Tony volunteered to serve on the committee. The Annual meeting members are nominated to board positions, but the floor is opened for nominations. Peggy will ask members if they are interested in serving. She asked the group. Joe will serve as President, Tony as VP, Sharon as Treasurer, Peggy as Ride Coordinator, and Daisy as Communications Director. Michelle is considering serving as Secretary. *Action: Peggy will check with the other board members.*

At the next CBC meeting, the Board will develop a budget for next year and the Nominating Committee reports on the new board. Sharon stated that year end donations need to be decided. Previous year donations were: Chickamauga Library, Friends of the Chickamauga Battlefield and Friends of White Oak Mountain – Cycling. *Action: Discussions will be included in the November agenda.*

There will be a December 10 meeting to finalize the budget and other end of year actions.

Motion to adjourn made by Lou. Seconded: Joe. All approved. Meeting ended at 8:25 pm.

**Next meeting – Monday, November 19, 2018 at 6 pm. at Outdoor Chattanooga**

Submitted by: Michelle Anderson, Secretary