

**CBC General Membership Meeting Minutes**  
**February 18, 2019**  
**Outdoor Chattanooga**

- Meeting called to order at 6:07 pm.
- Presiding: Joe Lodato

Officers present: Joe Lodato, Michelle Anderson, Sharon Russell, Peggy Olson, Kat Volzer, Daisy Blanton, Beverly Short, Patti Nihells, and Rich Rudner. Others present: Shannon Burke

**Agenda items in bold**

**Approval of January Meeting Minutes** – Motion: Lou, seconded: Sharon. Vote: Approved.

**President-** Joe Lodato

**Welcome New Board members** – Joe welcomed new boards for stepping up, some people resuming old roles and picking up new ones.

Annual meeting recap/discussion – Joe thought the annual meeting went well. The turnout was better than expected. At the meeting the club got a lot accomplished and the members were receptive to ideas and more involvement.

**Treasurer** – Sharon Russell

**Monthly Financial Statements** – Sharon emailed members the Monthly Financial Statements. No discussions.

**Distribution of Bylaws** – Sharon distributed bylaws to members.

**Insurance Benefits** – Basically the club has General Liability and it is a million-dollar coverage, as well as Excess Accident Medical, which provides up to \$10,000 personal injury benefits for club members and first ride only for non-members. It covers “excess of \$500 disappearing deductible” and “excess of other valid and collectible insurance”. Sharon discussed the costs of insurance, which is \$4.75 per person per year. The bylaws state that all CBC memberships are family memberships. CBC is required by the insurance company to pay for 2 persons per family membership. It was noted that most memberships don’t have one rider let alone two that participate in club rides. As a result, insurance premiums are higher than needed. Sharon asked the board to consider amending the bylaws to create two membership tiers – Individual and Family. This will reduce the costs of insurance. Another option is to increase family membership by \$5 just to cover the additional costs of the insurance.

Joe is in favor of exploring. He recommended explaining the reason for the increase to members. Currently board members receive free memberships. Sharon recommended eliminating free memberships for board members. Joe wants to consider. Rich mentioned that in the Outreach Outline he proposed memberships for family, students, industry, and government.

Sharon explained that the liability coverage is for instances such as if a club member hits a vehicle or runs over a child on the Riverwalk. The club will be covered. In the webinar about the insurance it was noted that most members will not sue the club, however in investigating an accident they could mention something that may make another agency want to hold the club liable. The general liability handles these incidents up to a million dollars.

**Liability Waiver – Adults, minors**

For the ride sign in sheet waiver there is one for the adult and one for children. Peggy asked if this is a one-time deal or do parents sign it every time their children ride? Ride leaders should discuss with the parents. It was suggested that a checkbox could be added to the waiver to indicate validity for future rides.

It was mentioned that waivers must be signed by the parents, not the grandparents. Bylaws recommended to be revised regarding the age of members, which is currently 14 years old.

**Club Clothing** – Sold around 6 extra jerseys beyond what the club ordered. The club has extra stock of jerseys. The jerseys were originally priced at \$55 minus a 10% club member discount. Sharon inquired about still using the members discount. Group agreed to leave price as is at \$55 (\$60.09 with TN Sales tax).

Lou stated there are old 3 State 3 Mountain jerseys he is offering for clearance prices through the club website.

**Vice Presidents** – Ben Keim - not present

**Secretary** – Michelle Anderson – **Conflict of Interest Statement** – Michelle stated that every year all members must review and sign the form. She emailed it to the members. It was passed around for each board member to sign with their name and board position.

**Road Ride Coordinator** – Peggy Olson

**Update on posted rides** – Update on the Mountain climbing series, she has leaders for the first 4 weekends filled. She needs a ride leader for Double Suck Creek ride (both directions). Tom Jamison was mentioned as a potential leader. For Spring fling event need a beginner ride leader.

For the Honeybee bike ride, Lisa Heyer wants to know if the Club wants to do a rest stop. Peggy told her the club will probably be interested. Last year Peggy found out that the CBC had to supply most of the food. The Park and Recreation staff made the peanut butter sandwiches. Snacks were provided by the CBC. She still had items left over from other events. Costs last year were not that expensive. Last year they provided the tables and the club banner was used for promotion. Sharon discussed the possibility of using budget item for promoting cycling for rest stop food items. There was discussion on various Cosco memberships for snacks.

*Action: Peggy will check with Lisa about the Parks and Recreation staff making sandwiches.*

**Advocacy Director** – Kat Volzer

**Jeff Roth Cycling Foundation Community Bike Grant** – Kat applied for the Jeff Roth Cycling Foundation Grant. They give 6 \$1,000 grants to Bicycle Clubs and nonprofit organizations. She applied on behalf of the CBC for bike lights. The idea is to distribute cyclists care packages and some lights. She submitted letter of intent Feb 1, 2018. The packages could include front and rear lights, CBC logo for branding, 3M reflective strips (she has thousands of them), TN bike laws pocket guide, quarterly ride calendar or type of statement about CBC. Distribution would be through partnering with organizations to distribute around town. She spoke with Outdoor Chattanooga for their Bike Commuting 101 class and Urban ride class. Also give to Police departments.

Kat has access to a web site link from a company to buy helmets for \$6.00 per helmet. The packages could be distributed on the Chattanooga State bike rides. Provide to ride leaders to give to riders.

Recommended CBC logo or sticker on the helmet. Members were supportive of pursuing the grant.

Kat stated that once she hears back from the Foundation regarding the full application, she will investigate additional items such as the helmets.

**Membership Coordinator** – Lou

There is a volunteer checklist on the member renewal form and the membership sign up form with check boxes for interest in being a ride lead and volunteering.

Ride leaders interest Peggy get copies and Social Directors get copies for volunteers. Currently there are 142 paying members, 28 Free accounts – ride leaders and board members, 20 discounted memberships that are ride leaders. Usually get 2 – 3 new members per month. Planning on reintroducing free membership for bicycle purchases through local bicycle shops. Membership Works will make it easy for them to give a discount at bicycle shops and people could fill out brochures at shops.

Rich opposes free memberships because he thinks it devalues the club. Scott's Bicycles view was to give them customers discounts towards memberships. There were board discussions regarding \$25 off bicycle

purchases at local bicycle shops customers show membership form. Sharon stated that Eric at Owens Cycle had at one time discussed interest in offering to buy memberships for customers that buy bicycles. Rich stated that the Scott's Bicycle manager wants to have meeting with bicycle shops about the club and partnering together.

**Communications Director** – Daisy Blanton

She received an email from Eric McClellan, friend of David Meeks, wanting to lead a King of the Mountain Ride on March 2, 2019 in honor of David Meeks. It has been 10 years since David Meeks, club member, was killed by a vehicle while commuting on his bicycle to work. The route would include going up Scenic Highway, Ochs Highway, Raccoon Mountain, and Elder Mountain. The board thought the ride was more for the Bubba's riding group. *Action: Daisy will put information on the ride in the Tailwind and Peggy will put on CBC Facebook.*

**Social Directors** – Beverly Short & Patti Nihells – Patti informed the board that the Spring Fling Celebration ride will be on Saturday, March 30, 2019 at Soddy Daisy Ballfields & Community Center. There will be three rides. Followed by a lunch from 1:00 pm. -3:00 pm. Members can contribute by bringing soup, salad, dessert or \$5.

*Actions: Sharon is going to send out a survey link for RSVPs through Membership Works and the Tailwind.*

*Lou offered to help Patti with posting on the Ride Calendar. Patti will send flyer to Lou.*

*Patti will send Lou the flyer. Lou will post on the calendar. Peggy offered to post the rides on the calendar.*

**Social Media Directors** – Mikki Blaes (not present) & Peggy Olson – Peggy informed the board that Mikki is posting more on the Facebook page and Peggy started the Facebook group page for private members only. She stated statistics: in January – February 14 posted reach is 3,500 people up 510% and 3,000 % post reach are 3,500 there were 18 new page likes and engagements. The page views increased by 229%. There have been people asking to join the Facebook group and she checks to see if they are members. If they are not, she tells them it is for members only and invites them to join us through sending membership information. Joe commended that he thought was good with engagements.

**At Large** – Rich Rudner - Rich stated that an Outreach Discussion Working meeting or group with Board and General Members needs to be held in the next few weeks. The plan is to develop 3-year Strategic Plan with program details, methodology and timelines. With the Outreach Discussion Working group Rich want to review the outreach outline ideas and find out what is practical and determine what makes sense to achieve. There were discussions on where to have the meeting. Members mentioned meeting at Outdoor Chattanooga. Once the outreach plan is developed, individuals and team members will report back to the CBC Board regarding the various assigned matters will be discussed and submitted for approval.

**Bike Shops** – Rich talked to Doug, owner of Scott's Bicycle in Cleveland, and he offered to organize a meeting with the other bicycle shop owners at Hamilton Place Mall to discuss partnerships. The shops may develop ideas to partner. Doug was very supportive of the club. Rich showed Doug the CBC ride calendar. Neutral place of all rides. Bicycle shops post rides on the calendar. Bike shops could be color coded on the calendar. He recommended that the bike shops let the club know about upcoming rides. They discussed the upcoming Cleveland Circuit Ride and Rich is going to do an article for the Tailwind. Rick mentioned it should be on the ride calendar Rich recommended having the ride calendar be a clearing house of all rides including the bicycle shop rides. Improving communications with organizations to let them know what the club offers.

Rich mentioned other outreach opportunities with the new Soccer team. They are playing at the Chattanooga Christian School. Partnership opportunity with them in the future.

He also mentioned the idea of having a e-bike expo with Scott's and other bicycle shops.

*Action: Rich will check with Outdoor Chattanooga staff about having the Outreach Discussion meeting the week of February 25, 2019. He will let everyone know the exact date and send the agenda.*

At Large 2<sup>nd</sup> position – Barry Matlock – not present

## **Old Business**

**Cycle Sequatchie – Shannon Burke, Cycle Sequatchie – MOU** - Shannon gave an update on Cycle Sequatchie. Currently there are 55 people signed up and 60% of those are for the 78-mile route. He has sponsorship commitments from Chambliss Law, and REI has agreed to donate KOM prizes and provide bike mechanic support. He said he's also been in talks with other potential sponsors and asked if the CBC had any recommendations for sponsors.

Sharon recommended having photos on the Cycle Sequatchie website that showed CBC members. Shannon suggested that the Board email pictures to him. *Action: Offered to do photos of a ride in Sequatchie Valley.*

Shannon presented a Memorandum of Understanding to Joe Lodato. Joe read it to the Board. *Action: Michelle will distribute the MOU to the Board Members.*

Motion was made for Joe Lodato, Present, to sign the MOU: Sharon, seconded: Daisy. All Approved. Members recommended that the Club have greater visibility on the website.

Shannon said that he would continue to provide updates on sponsorships and registrations. Rich had some comments about the purpose of the ride, and Shannon stated that ride is intended to promote Sequatchie Valley as a cycling destination and to promote outdoor recreation and conservation in the region. Joe said that he liked the website, and Shannon recommended that the Board review the site and let him know if they find any issues that they'd like to see revised.

## **New Business**

**Lifetime Club Membership option** - Joe presented the idea of having a Lifetime Club Membership option. Joe stated that the club's expenditures are outpacing income. Joe presented an idea to have an ongoing lifetime membership to generate revenue. He asked the club if they want to explore the idea.

Lou stated that currently there are Lifetime Club memberships for service. Past Presidents have lifetime memberships - Tom Ingledew and Marin Perry. Joe asked for club input. Joe recommended paying \$150 - \$200 for five years memberships. Patti had idea of \$100 for 5-year memberships, buy 4 and get one year free. Members discussion various pricing options. Sharon stated that if the club increases active riding members then the club insurance costs may increase. According to correspondences between Sharon and the insurance company, if members are registered even if they don't ride, the club is still required to pay insurance. The group decided to have more discussions at the next meeting.

*Action: Joe offered to compose ideas and present at a future meeting.*

**Thank you, correspondences** - Sharon presented "Thank you" cards from organizations that CBC contributed for year-end gifts from to last year. She gave the cards and correspondences to Daisy.

*Action: Daisy will share contributions information in the Tailwind.*

Motion to adjourn: Joe, seconded: Peggy. Approved. Meeting ended at 7:41 pm.

**Next meeting – Monday, March 18, 2018 at 6:00 pm. Outdoor Chattanooga.**

Submitted by: Michelle Anderson, Secretary