

CBC General Membership Meeting Minutes
March 18, 2019
Outdoor Chattanooga

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

Officers present: Joe Lodato, Michelle Anderson, Sharon Russell, Kat Volzer, Daisy Blanton, Beverly Short, Barry Matlock and Rich Rudner. Others present: Mark Follett

Agenda items in bold

Approval of January Meeting Minutes – Motion: Rich, seconded: Joe. Vote: Approved.

President- Joe Lodato

Lifetime club membership option – Joe has nothing new to add to for this discussion. Requested to include under Old Business in next month’s meeting agenda. Rich stated this falls under the Outreach discussion.

Treasurer – Sharon Russell

Monthly Financial Statements – Sharon emailed members the Monthly Financial Statements. No discussions. Shannon mentioned that at the end of the year the club committed to donating to the Paralyzed Veterans Racing team. The check for this donation has not cleared the bank. She asked the board if she could stop payment on it. Board members agreed.

Vice Presidents – Ben Keim - not present

Secretary – Michelle Anderson – no items.

Road Ride Coordinator – Peggy Olson – not present

Advocacy Director – Kat Volzer – Noting new to discuss. Submitted the Jeff Roth Cycling Foundation Community Bike Grant on behalf of the club. Waiting to hear back from the Foundation.

Membership Coordinator – Lou Pape – not present

Communications Director – Daisy Blanton – no items.

Social Directors – Beverly Short– Beverly informed the board that the Spring Fling Celebration ride will be on Saturday, March 30, 2019 at Soddy Daisy Ballfields & Community Center. Currently there are 13 responses for RSVP. There was discussion about members in emails not having the link to the Survey Monkey to RSVP.

Action: Sharon will send out the current link that was in the Tailwind for members to RSVP.

Social Media Directors – Mikki Blaes & Peggy Olson – Not present

At Large – Rich Rudner – Since the Outreach Discussion working group did not meet on February 25, 2019 Rich presented the Outreach Discussion group at this meeting.

The plan is to develop 3-year Strategic Plan with program details, methodology and timelines. Rich presented the Outreach Discussion Working group with the charge to discuss what has been attempted in the past and develop commitments to initiatives in the future. The Outreach Plan consist of increasing revenue, increasing influence in the community through involving the bicycle shops and other riding groups. He stated for instance, Scott’s Bicycle were not aware of the CBC ride calendar and he showed them the calendar. Bicycle shop rides can be added to the ride calendar. Rich mentioned Affiliations as

chapter of the CBC as a membership option for these other local bicycle/athletic groups to join the CBC. Example he mentioned was to share membership databases with these groups and bicycle shops. Joe stated that he thought the bicycle shops were the best asset to link and connect with the CBC. In the CBC he encouraged more activity and ride leadership. There were discussions on members getting more involved through volunteering opportunities and sharing phone numbers. Rich stated the Tailwind continues to be a good place to post these volunteer opportunities.

Rich stressed the awareness factor and that Affiliate memberships could be involved through attending the meetings and gatherings. Rick presented the idea of bicycle shops and clubs working together using the CBC calendar as a neutral clearinghouse of rides.

Sharon stated that if we grow our memberships to keep in mind bicycle insurance is \$5.00 per member. Rick stated the CBC Affiliate Membership could be \$10-\$15, which will cover the insurance.

Rich mentioned sharing volunteer database with Affiliate members. Several members stated concerns about the club being a 501(c) 3 nonprofit organization, therefore it is not allowed share databases with the bicycle shops or other groups. Also, it was stated by several board members that members would not approve of the club to sharing members information with the bicycle shops and other groups.

Various cycling clubs and groups in the area mentioned were: Scenic City Velo, Southern Velo (currently has 100 members), Velo Vixens, Dalton Area Cyclists, Village Volkswagen race team, and Apison Bike League (race group). Kat stated that they all have a “niche” and that the club could offer a niche. The perception among other groups is that the CBC is for older riders. Kat mentioned the idea of marketing the CBC for retirees.

Some members stated that these other riding groups and clubs may not want to be part of the CBC. There was an idea of CBC being an umbrella nonaffiliated among the various groups.

Bike Shops – Rich mentioned talking to the 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. Bicycle shops post rides on the calendar but these rides would not be official CBC rides. Bicycle shops have offered discounts to CBC members. For instance, Doug at Scott’s Bicycles offered to lower price of new bicycle to customers for \$25.00 that would cover the CBC membership. Sharon stated that Owens Bicycle Shop has also discussed a similar deal for customers. Members mentioned caring CBC membership cards. CBC brochures and flyers were also mentioned to be distributed to the various bicycle shops with holders. Also, Rich mentioned that we need to find out how the bicycle shops want to coordinate with the club.

The overall goal is improving communications with organizations to let them know what the club offers.

Rich asked for feedback regarding the plan. Members stated there were volunteer opportunities in the Membership Works on membership forms. Sharon recommended expand membership volunteer options with community efforts such as “Adopt a Highway”.

Rodeo volunteers – Kat Volzer mentioned that she needed volunteers with kid bike rodeos (ages 6-12) after school programs. She has community partners throughout town. The kids are all minority, low-income. At rodeos she teaches the kids basic bike safety and handling skills as part of the LAB Smart Cycling curriculum.

She needs volunteers to make sure the kids maintain safe cycling skills such as wearing a helmet and listening to instructions through offering tips on bike handling skills. There are several dates coming up in April where she needs volunteers.

Action: Kat will send Daisy information about the rodeo volunteer opportunity to put in the next Tailwind.

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 by inviting them on CBC rides.

At Large 2nd position – Barry Matlock – no items. Interested in Associate Affinities, which were discussed.

Old Business

Cycle Sequatchie – Updates through email – Joe read the email from Shannon Burke that updated the CBC on the Cycle Sequatchie event.

REGISTRATIONS

60 total (33 78-milers, 14 63-milers, 13 37-milers)

Registrations have definitely slowed down after the initial announcement. I expect that it will remain slow until we get closer to the next price jump which is Memorial Day.

VOLUNTEERS

At Rich's suggestion, I've created a sign-up form which should make it easy for volunteers to sign up. I also added a volunteer button to the footer of the website. I would suggest sending an email to club members clarifying that Cycle Sequatchie is a fundraiser for the CBC and providing the link to the volunteer sign-up form. I drafted some language and emailed it to Joe to use if you think that's a good idea.

SPONSORS

At this point, we have one sponsorship commitment from Chambliss Law (thanks to Team Bubba). I also have five other businesses that have expressed serious interest but have not followed through yet. I'll let you know who those are after they make firm financial commitments.

Rich and Sharon asked about lodging and camping opportunities for the event.

Action: Joe is going to reach out to Litespeed about being a sponsor. Several members asked about status of promoting the event. Promotional opportunities through newspapers, ads and flyers. Kat mentioned it was inexpensive to advertise on Facebook. Members expressed interest in finding out how Shannon is promoting the event.

Action: Joe is going to reach out to Shannon to find out how he is promoting Cycle Sequatchie and inquire about lodging.

New Business

Mark Follett, club member, asked about Tuesday night rides. Discussion about how other groups took over the Tuesday night CBC ride, therefore the club does not do the ride. He also inquired about Tom Ingledew rides such as the ones at Chickamauga Battlefield. He stated the rides used to have camaraderie. Sharon invited him to the Thursday night CBC ride in the Chickamauga Battlefield and told him about all the ride levels.

Motion to adjourn: Rich, seconded: Sharon. Approved. Meeting ended at 7:30 pm.

Next meeting – Monday, April 15, 2018 at 6:00 pm. Outdoor Chattanooga.

Submitted by: Michelle Anderson, Secretary