

**Great Plains Bicycling Club
Board of Directors Meeting
Sunday 17 January 2016**

The meeting was held at Scooter's Coffeehouse, 2901 South 84th Street beginning at 2:00 pm.

Present: Jane Goertzen, Pat Grewe, Pat Bracken, Chris Blackstock, Pete Smith, Bob Boyce, Max Antoine, Randy Smith, Edie Matteson, Mike Berger, and Steve Clements. Board member Rick Dockhorn was absent.

Preliminaries:

Board members introduced themselves for the benefit of new board member Pete Smith. Hal Smith, Dale Arp, and Stacy Christmann have left the board.

Jane Goertzen was contacted by Scott Braly, who expressed an interest in joining the Board of Directors if Tony Ceraolo also joined. Tony subsequently decided not to become a board member this year. Examining the club by-laws, the Board determined that it does not have authorization to add directors outside of a vote of the club members at the annual meeting.

Election of Officers and other Positions for 2016

President: Mike Berger and Edie Matteson were nominated for this position; Mike Berger was elected.

1st Vice President: A motion was approved to elect a 1st Vice President at this meeting, with others perhaps approved later. Edie Matteson was nominated and elected as 1st Vice President.

Treasurer: Steve Clements was nominated and elected.

Secretary: Randy Smith was nominated and elected.

Other Positions:

Randy Smith was nominated to assist Steve Clements with Treasurer duties. Bob Boyce was nominated to serve as 2nd Vice President in charge of Education. Action on these nominations was deferred to a later meeting.

Mission Statement

A focus of this meeting was a discussion of the purpose and mission of the Great Plains Bicycling Club.

Randy Smith expressed the opinion that Article 3 of the club's Articles of Incorporation served as an adequate mission statement. It states that "This corporation is organized for the purpose of promoting the social welfare of the community (1) by educating the public on the safety aspects of bicycling; (2) by educating the public on the health, recreational and sport aspects of bicycling; (3) by encouraging the development of safe and adequate public bicycling facilities, and (4) by providing facilities and services open to the public for recreational and amateur

competitive bicycling activities.

Steve Clements pointed out that the Articles were written to incorporate the club as a federal non-profit “social welfare” corporation 501(C)(4) to allow advocacy; this designation dictates that donations to GPBC are not tax-deductible by the contributor.

Max Antoine felt that a more concise statement is needed for presentation to the public. Edie Matteson would like a precise mission statement to guide board decisions.

Pat Grewe summed up various past and possible future areas of emphasis for the club:

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| 1) Advocacy | 3) Public rides |
| 2) Weekend recreational rides | 4) Social activities for members |

Over the past decade emphasis on weekend recreational rides has declined while that on public rides has increased.

A committee consisting of Max Antoine, Pat Bracken, Jane Goertzen, and Edie Matteson was formed to draft a mission statement for later consideration.

Membership

Prior to the meeting Steve Clements provided a historical membership summary to the Board members via e-mail. This tabulation shows growth from around 60 members between 2000 and 2004 to 447 members in 2015. The start of this growth spurt approximately coincided with the inauguration of the Heatstroke 100 in 2005 and production of the first club jersey in 2006.

Questions posed by Board members concerning membership included:

- 1) Are we satisfied with the current membership numbers?
- 2) Do we want continued growth?
- 3) Do we want fewer members?

Pete Smith indicated that membership size matters in public advocacy.

Pat Bracken suggested that we survey the membership to find out their opinions about the club’s mission and activities; it could also be used to solicit weekend ride leaders. Max Antoine suggested incorporating a questionnaire as part of the online membership registration form. Pete Smith volunteered to conduct the survey using Survey Monkey.

Pat Grewe advocated for creating a membership directory that would allow club members to identify and contact other members. Several other board members indicated that some club members might not want their contact information to be shared. A directory could be provided in a private area on the club website, with an opportunity for members to opt out of inclusion. Interest in a membership directory can be included in the proposed membership survey.

Finances

Edie Matteson reported that she has examined the financial records for 2015 presented by

Treasurer Steve Clements and found all in order. A motion to accept the peer audit report was approved.

Steve Clements reviewed the financial summary for 2015. Club assets as of the end of 2015 are \$14,586, made up of \$13,670 cash plus \$916 in jersey inventory.

Steve Clements reviewed a historical summary of annual club finances from 2004 through 2015. This summary shows rapid growth in end-of-year assets from \$979 in 2004 to \$15,100 in 2008. Since then year-end assets have fluctuated from a low of \$8,672 in 2011 to \$14,586 for 2015. Much of this variation has to do with the level of club contributions to other community organizations, which have varied from \$200 in 2008 to a high of \$4,750 in 2014. The review of financial history was approved.

Insurance coverage through the League of American Bicyclists (for club members on weekend rides and for general event coverage) will be going up around 19% for 2016. No alternative insurance sources have been found. A webinar from the League is scheduled for Wednesday January 20th at 7:00 pm.

Credit card signatories: the club has a credit card through Wells Fargo with Steve Clements as the only signatory. Access to a credit card by other Board members would be useful during public ride preparations and during rides, and in the event Steve is not available to make purchases. Wells Fargo recommends issuing a separate card for each signatory. Further discussion of this topic was deferred until additional Board personnel assignments have been made.

Web Services and Database: Steve Clements presented an extensive list of possible expenditures for web and database services. One area that received considerable discussion was the current manual system for printing and mailing membership cards to support the member discount on cycling accessories at bike shops in Lincoln and Omaha. Possible alternatives might include providing electronic membership cards that could be downloaded to a cell phone, or dispensing with the discount program and thus the need for membership cards. Member interest in the discount program could be evaluated as part of the proposed survey. At the end of the discussion, it was agreed that a committee consisting of Steve, Randy Smith, and Pat Bracken will identify base maintenance costs and establish priorities for expenditures for further development.

Equipment: Possible equipment expenditures for this year include a replacement case for one of the canopies, a banner/backdrop for photos by participants in the Heatstroke 100.

Jerseys 2016: Jun Kaneko has given permission for up to 250 jerseys to be produced with the Ascent tower design. If the club decides to produce this jersey, we would like to have a photo opportunity with Kaneko. There was a further discussion of potential jersey vendors. Action on which jerseys to market for the year and which vendor to use was deferred to later meetings.

Club Dues: No action was taken to change club dues levels.

Donation to GPTN: Great Plains Trails Network will be installing a plaque at the Jane Snyder Trails Center listing donors of at least \$1000 toward the N Street Bikeway. GPBC donated \$500 in 2015, so an additional \$500 would get the club's name on the plaque. Jane Goertzen suggested making this donation in memory of Kelly Smith. The board approved the additional \$500 donation to GPTN for the N Street Bikeway but deferred memorials to Kelly Smith for later discussion.

Spring Fling 2016 (May 7)

Mike Berger reviewed the checklist for the 2016 Spring Fling.

The meeting adjourned at 5:00 pm.