

Great Plains Bicycling Club

Annual Retreat

January 18, 2014

The meeting began at Scooters, 84th and Van Dorn Streets. Our reservation for the conference room apparently had not been recorded. After beginning the meeting dealing with noise in the public area, the participants reconvened a short distance away at Jane Goertzen's home.

Board Members Present: Hal Smith, Bob Boyce, Jane Goertzen, Chris Blackstock, Jason Berlowitz, Mike Berger, Rick Dockhorn, Steve Clements, and Randy Smith.

2013 President Hal Smith chaired the meeting. The election of officers for 2014 was postponed to the February meeting due to the absence of several board members.

Minutes from the November Annual Meeting were approved subject to amendment: the addition of Mike Berger as an elected director.

The Treasurer's report submitted by Steve Clements was approved. The total assets of the club are currently \$9,657.56. Hal Smith, Randy Smith, and Mike Berger met with Steve a week earlier to review the Treasurer's records for 2013 and found everything in order.

Newsletter Discussion

In an e-mail to the board members, Mary Poe, who along with husband Ron Poe has been editing the Chain Gang newsletter, apologized for the small number of newsletters for 2013. Few club members helped out by offering newsletter content during the year, and ride accounts and photos are being posted rapidly on Facebook in some cases. Mary and Ron proposed that instead of producing bimonthly Chain Gang editions during the riding season (traditionally March, May, July, and September issues), we produce a GPBC annual report in January or February. This would be like a longer newsletter with a general financial statement, new member list, membership stats, list of volunteers, education/outreach summary, information on board members, and so on. Mary and Ron volunteered to produce this report with input from the board.

The board members present at the meeting discussed the newsletter issue at length. Several members were willing to accept Mary's proposal as presented. Bob Boyce argued for keeping the past bimonthly format and more forcefully soliciting newsletter contributions from board members. Randy Smith suggested a compromise of two newsletter issues. One of these would be in winter in the form of an "annual report" as proposed by Mary, and the other in mid-summer, while most club members are actively riding, to promote the Heatstroke Hundred, report on Spring Fling, and present other pertinent information. The board members present voted to support the 2-issue format, which Hal Smith will present to Mary for her consideration and input.

Education and Outreach (Bob Boyce)

Bob reported that he attended 19 events during 2013. Bob and Ann Brown helped at a few events, as did Bob's friend Lynette Zimmer. Bob noted that costs for supporting the education events were lower in 2013 (\$472.64) than in the previous year (\$1,449.89) because Mike Heyl at Lincoln/Lancaster County Health Department was able to use grant funds to provide copies of the 5 pages of handouts for the events. This grant support will not be available for 2014, so Bob requested that the board budget \$1500 for education/outreach events.

A discussion of the merits and costs of the education program ensued. Hal Smith pointed out that the small number of club members participating in these events could be interpreted as a lack of interest by most members, and that the cost of the events might outweigh their benefit. He pointed out further that club income for 2013 only exceeded expenses by \$675.38 even with the one-time low cost of the education events, and an increase of \$1000 in the education budget could force a cut-back in other expenditures. Randy noted that a large portion of club expenses were in the form of donations to other organizations out of our operating surplus, and that the education program can be viewed as another form of donation to the community. Several other board members expressed support for the idea of educational outreach as good exposure for the club with the public and with other organizations, though the benefits are difficult to quantify. Rick suggested that grant funds to support producing the outreach materials could be available through the Community Health Endowment.

Several board members asked whether the number of handouts could be reduced to cut duplicating costs. No copies of these materials were available at the meeting to review. Bob indicated that reworking the materials to reduce the number of handouts would require significant work that would require help from other board members, but he was willing to bring the current handouts to the next meeting for discussion. The board voted to authorize up to \$1500 for 2014 for education/outreach events, but encouraged Bob to work on consolidating materials to reduce costs.

Advertising

The board voted to continue advertising in the GPTN newsletter. Bob Boyce has proposed also advertising in the Daily Nebraskan and Wesleyan newspapers to reach the large student audiences on those campuses. Costs and durations of ads in those newspapers were not available at the meeting, so that proposal was tabled until Bob provides this information. Randy suggested placing event ads in the monthly Prairie Fire newspaper which is distributed free at grocery stores, coffee shops, and other locations in Lincoln. The cost is \$148 for a 2 x 3 inch ad. No action was taken on this proposal.

Spring Fling

Spring Fling will be held Saturday April 26th. Rick Dockhorn volunteered to coordinate preparations for this event again this year. We would like to again use the Eagle-Louisville route that has been used for the past several years. Steve Clements has confirmed our use of the school grounds in Louisville, but Eagle Elementary is unavailable due to a conflicting event there. In e-mails over the past several months, board members have discussed possible alternative locations in Eagle, focusing mostly on large town-owned lots north of the pool and

park. We will need to contact the Eagle town government to try to secure the use of these lots or else identify a business willing to allow us use of a parking lot.

Bob Boyce volunteered to contact the Lincoln Amateur Radio Club regarding their participation.

Steve Clements reported that in the past we have not paid sales tax on event registration fees, under the assumption that events held on public thoroughfares rather than at a single confined location are exempt. Steve intends to do further research to confirm or refute that assumption.

Steve Clements proposed mailing Spring Fling notification postcards instead of registration brochures as a cost-saving measure (saving on printing and postage). The postcard would announce the event and direct recipients to the GPBC website where they could download a PDF file of the registration brochure to be filled out and mailed back, or register on-line. Steve has previously discussed with webmaster Randy the possibility of setting up on-line registration for Spring Fling and Heatstroke for this year. Randy will research what is involved, but suggested that we could set up event registration more expeditiously by contracting with a professional service. Randy suggested contacting club member Lance von Rentzell first to see if he is available and willing to provide this service.

Bob Boyce proposed that GPBC cooperate with Climate Ride and Interfaith Power and Light-Nebraska for 2014 Spring Fling. Climate Ride is a 501 (c) (3) nonprofit organization dedicated to fund-raising events to support sustainability, active transportation, and environmental causes. Participants registered with Climate Ride would pledge to raise at least \$500 and designate one or more of the more than 60 associated organizations as beneficiaries of the donations. Interfaith Power and Light is one such organization. In Bob's proposal, Spring Fling participants would have the option of registering with Climate Ride instead of directly with GPBC. They would pay Climate Ride \$25 for registration. Climate Ride would process the registration and send GPBC \$15 for each registrant. Interfaith Power and Light-Nebraska would help promote Spring Fling and recruit riders in hopes of receiving some of the donations, at the riders' discretion. Several members expressed concern that such an arrangement would be confusing to registrants and would increase our administrative effort for the event. No action was taken at this meeting on this suggestion.

Heatstroke Jerseys

Hal Smith proposed that we order a number of the planned new Heatstroke jerseys soon so we have a supply available at Spring Fling for display, sale, and sizing for further orders. We plan to order the jerseys through Crave in Bellevue; this is a home-based company that manufactures the jerseys in the U.S. from Italian-made fabrics. Since they are in-state, they are available to bring sizing kits for us to use for a week at a time, and can provide a more responsive point of contact than the on-line Champion service we have used previously. A minimum order is 25 jerseys at a cost of around \$50 each. Our sale price has not yet been set but should cover the jersey cost and sales tax with a minimal additional markup. The board approved ordering 50 jerseys in a range of sizes but with a limited selection of cuts.

Ride of Silence

This year's Ride of Silence will be Wednesday May 21st beginning at 7:00 pm. Hal Smith volunteered to coordinate. He was dissatisfied with the previous route through downtown and intends to investigate alternative routes. It was suggested that the ride could include a stop at a venue where participants could socialize, or that the ride start and end at such a venue.

Heatstroke 100

The Heatstroke 100 will be held Sunday August 24th. Steve Clements has secured permission from the Strategic Air and Space Museum to use their grounds for the start/end. Performance Chiropractic has offered to provide free soft tissue therapy at this event.

Survival Series

In previous years the board has discussed the idea of coordinating with other bike clubs in the region to link public rides from multiple groups in a series modeled on the former Kansas Survival Series. A jersey promoting the series would be produced each year. Several years ago Steve Clements contacted several area clubs to suggest the idea and assess their interest, with lukewarm response. However, this contact did result in several clubs providing contact lists to GPBC that we use to publicize our events as well as the events from contributing clubs.

Since the Kansas series has been discontinued, Bob Boyce suggested that a Nebraska series might be broadened to a "Great Plains" series involving Kansas clubs. Since it would take time to organize the clubs and try to secure sponsorship, it was agreed that it would not be possible to initiate such a series for this year. It was suggested that we invite representatives of other clubs to meet in Lincoln to discuss this concept and explore sponsorship ideas.

Respectfully submitted,

Randy Smith
GPBC Secretary