

## WRCC Board Meeting November 5, 2019

Members Present: Lia Bersin, Gary Brouillard, Britt Brown, Courtney Zolman-Brubaker, Molly Cripe Birt, Dennis Figueroa, Allen Hackney, Andy Hirsch, Britt Huff

The September Board meeting minutes were approved

### WRR

WRR will be August 29, 2020. Pricing needs to be established with early bird registration dates. Ft. Ouatennon has been reserved. Food Trucks have been contacted.

More volunteers are needed. Perhaps we can recruit at the banquet in February. Document duties for each role and develop a job description.

Someone is needed to handle WRR advertising. Advertising includes posters and print materials, broadcast, and social media. Molly will handle social **website edits and Melissa McCurley will handle social media**. Ryan does print. Someone is needed for poster distribution. Andy will arrange for portable toilets. There may be another vendor at lower pricing.

Dennis will take over food from Kay and Dean.

Mobile SAG volunteers always sign up at the last minute.

Sponsorships- Britt Huff and Allen will contact last year's sponsors. Britt has thank-you notes to deliver. They will ask sponsors what we can do better and find out if there is more swag to hand out. The partnership agreement with WREC will be reviewed.

A suggestion was made to have an Organizer-planning meeting. Dennis volunteered to chair the committee. **It was discussed that the WRR Coordinator needs to be more involved in the totality of the planning.**

**Over November, Dennis gathered information to create a Committee Meeting on 12/19. Andy and Dennis compiled their duties and Dennis outlined them and the timeline to be complete. Dennis also set the timeline for early bird pricing, etc. All of this was shared to the WRCC Leadership emails.**

### Treasurer's report

Balance at the end of October was 13,369.42

### 2020 Budget Expectations

What is the trigger point for dues to increase? There was an increase in 2019 and another scheduled. Should we increase dues when there is a large balance? Current membership rates:

Student \$15

Individual \$30

Family \$40

The decision was made to leave membership rates at the current level. Other clubs pay more and get far less.

To make it easier for members to register and reduce work and fees it was decided

NO more checks on the website for membership or WRR.

Club membership registration would be offered at the New Rider Callout.  
People used to be able to pay at the banquet.  
Dennis will take registrations at events, cash or check only.  
Stripe is not compatible with Square. Does stripe have an equivalent gadget?

WRCC-What is our minimum budget--the untouchables? We need to keep balance above \$3000, the minimum to run WRR. Minimum also needs to cover fees for tech stuff.

What do we provide for club members? What is important to keep?

- Ride leader bucks
- Banquet
- Bonfire
- T-Shirts

WRR pays for itself over 10 years on the worst years. Success can't be predicted by early registration. Less than 100 registered at the beginning of August. Ft. Oitinion is only \$25 for the day. There is no set fee. We should consider giving them more.

Sponsorships keep expenses lower. Lions Club covering insurance and Culligan water donation help.

\$50 for storage. \$25 extra for WRR SAG

\$250 for Carbondale SAG There have been issues with the property owner. Is there another alternative, Rob Roy? To be discussed at the next meeting.

What is the budget for the banquet? Should we ask members to pay up front. Or not charge?

The discussion shifted from budget to planning of the banquet and resolving issues noted last year. There were concerns with the number of no-shows and the serving of the food. Britt B will contact LBC for dates in late February and work on menu.

### **Tech Report**

Drew has not been able to devote as much time to the mileage log update so it will not be automated. A beta test is planned in January. There are administrative issues but the transfer is working. Special rides need to go on the website.

### **Membership Report**

There were 72 new paying members through Oct. There are 217 paying members and 77 accounts past due. Estimate \$7000 with renewals. There are some glitches. The number of members and money do not match up. The check joining fee is not clear to people on the website. The suggestion was made to do away with the check joining fee.

The membership database needs to stay below 600 to avoid additional expense. It is currently at 450. The WRR and Women's Ride riders need to be exported.

There was a discussion about paid dues. It seems that some members may have paid twice? Lia is looking for duplicates. Members more than 60 days delinquent were removed. Everyone

gets a series of renewal emails and Courtney sent a final email through gmail, which is not automated and should not go to spam.

### **Feedback on the Oct 19 All Club Ride and Picnic at Ross Hills**

Attendance was lower than hoped for but there was positive feedback. We need to get it on the calendar sooner. Consider doing a similar all club event more often, perhaps midsummer and fall. The Banquet is in late winter and New Rider Callout is in the spring.

### **Upcoming Events**

Cranksgiving. November 16, 9am at People's Brewing.

The goal is to get at least two items from each of three stores to make up an entire Thanksgiving meal. Food will be donated.

Christmas Parade, December 7. Meet at 5pm at the Peddle Inn on Ferry St.

Next meeting, Tuesday, December 3, 5:30pm. West Lafayette Public Library.