



## Minutes for May 12, 2014 Meeting

### Board members present:

Janell Blunt  
Howard Grabois  
Andy Hirsch  
Melissa McCurley

Tom Moffett  
Jane Yacilla  
Chris Yeomans  
Dennis Figueroa

Carol Moffett  
Chris Yeoman

### Review of Treasurer's report:

Total balance \$ 14,416.15  
Wabash River Ride (WRR) reserve: \$8,000  
Operating balance of \$6,163.15

### Old business:

**Wild Apricot:** The board decided to upgrade our WildApricot contact capacity. Previously, we paid an annual fee to Wild Apricot which allowed us 250 contacts, including members and WRR sign ups. Once we have over 250 contacts, the price doubles at an extra cost of \$270/year, or about \$135 prorated. We currently have about 210 members and growing, and about 35 WRR sign ups, which will increase as we the ride date gets closer. To accommodate the growing number of contacts, the club decided to pay the extra cost to increase the contact size.

**Listserv:** The club has used a Yahoo listserv for a long time, but there have been frequent complaints that it is unreliable (e.g., members not receiving emails or receiving emails days after they were sent). Switching to a new service (MailMan) is easy, and costs \$4.50 a month. Howard will contact Wild Apricot to see if they can offer a listserv, but it is unlikely that they will. As such, the board was in favor of switching to MailMan for a month but keeping the Yahoo listserv if MailMan doesn't work.

### Wabash River Ride:

**Advertising.** We have a \$600 out of town advertising matching funds grant, for a \$1200 target budget. The board decided to spend \$200 dollars on each of the following: (1) Facebook (Melissa is taking charge on this), (2) Google, and (3) Active. We will also continue to use free ads on Craigs List and send information (e.g., fliers) to bike clubs. We need to update posters and fliers. Andy talked to Sue and she will modify the 8.5 x 11 paper handouts. Howard suggested creating two fliers: One for local bike shops and gyms that includes general information about the club with a section about the Wabash River Ride and another for outside of town rides that only includes information about the Wabash River Ride. The board was in favor of including a QR code on fliers.

*Music.* As in previous years, we plan to ask Chloe's friends to perform at the fort. We proposed spending a total of \$500 to help cover expenses for 5 groups of musicians.

*Route changes.* Given the current construction, the ride will be 2 miles shorter.

*Online survey.* We discussed adding a quick survey to ask people how they heard about the ride.

**New business:**

***Ride paces:*** In response to comments from club members and Dan at Hodson's, we decided to get rid of A/B rides. Instead, fast rides should be listed as A rides and B rides should be no drop rides unless explicitly stated on the calendar or listserv.

***Membership:*** Since the new rider callout, we have 50 new members. We discussed doing something to welcome the new riders such as getting new jerseys. This will be discussed more later.

**Next meeting:** July 14<sup>th</sup> at 7:30pm

**Meeting adjourned**