

Minutes, June WRCC board meeting
June 13, 2016 at 7:30 at Pizza Hut

Members Present: Pat Boling, Dennis Figueroa, Melissa McCurley, Ryan Stremke, Andy Hirsch, Tom Moffett, Dave Smith, James Gross, Bob Mrzlack

Old business:

- May minutes approved

Treasurer's report

- \$985 - membership fees
- \$160 for WRR
- \$2100 will show up in next transfer
- Expenses for new rider call out, Facebook advertising, bike bucks
- May income \$1,205 May expenses \$1,533.02

Visit Lafayette Grant

We got the grant from the Visit Lafayette – West Lafayette (VLWL) Tourism Promotion Grant Program. It's for \$600, with the club to match the grant dollar for dollar. Gotta figure out how to spend it wisely! Ideas?

\$1200 total to spend on advertising

Ideas presented: radio ads, postcards, ad in Indy newspaper or magazine, Indy bike events, RAIN

Ryan is willing to put together a poster. James will take charge in getting the word out at local events.

Bike Reg - bike event registration website would have to be for next year.

Photographer for event. Would Purdue video production, Michael Dick, Brent Russell. Brent Russell has agreed to photograph event

Per Dennis - 2 email blasts have gone out for WRR - goes to anyone who is in the wild apricot list

Club Rides

Dealing with out-of-category rides: Do we let the word on the street speak for itself? Board discussed potential training for ride leaders. Encouraging ride leaders to provide a description of the ride.

All Club Ride: haven't yet gotten it together in June. If there's interest, we could get something on the calendar for July? - This idea is tabled for the moment. WRR Preview ride will be an all club event in August.

New business:

Ride Log Coordinator

Per Kay's email to the Board, we need to find someone to be the ride log monitor; Dennis has volunteered.

1. Look into a way to automate the upload. Dennis will look into website - Dave Lefevre
2. Board approved a \$50 gift card to thank Kay for her time as ride log monitor.

Social Media

Melissa will start an Instagram account for the club

Ride Submission Form

Melissa point out we need to revise the language on the ride submission form to let ride leaders know that the best way to submit miles is through the website.

3. Pat will provide Dennis with verbiage to update. Wait to make changes until after decision is made on how to upload mileage logs

Purdue Grad Student Project

Pat received a request from a group of graduate students who're working on a smart helmet project, and sent me the following email message:

from Joseph Akande:

I am a graduate student at Purdue University, and myself and a couple of colleagues are working on a project regarding a **smart & safety bike helmet prototype** made by some students from the engineering school. Please see their project:- <https://engineering.purdue.edu/477grp8/>

We are interested in knowing 3 important pieces of information:-

- 1) As a cyclist, what do you enjoy and detest most about road cycling? What would you add to your cycling experience, and what would you change to make it more enjoyable?
- 2) What features are most important to cyclists in a smart helmet? To give you an idea of some market products, here is a good resource:-<http://www.digitaltrends.com/outdoor/5-best-smart-helmets/#:gU06cu3tHB5dpA>
- 3) How would you prefer to purchase bike accessories? Online? In-Store? At Cycling events?

I would greatly appreciate feedback from yourself and fellow cyclists of the WRCC. Please text or e-mail me if you have any questions. Thanks once again. (jakande@purdue.edu)

Permission to contact list serv list

Upcoming Events

Bike prom - July 15 at 8:00pm, Carnahan Hall - Bicycle Lafayette

Next meeting July 14th at 7:30 West Lafayette Pizza Hut