

Dayton Cycling Club Business Meeting November 2, 2016

The Dayton Cycling Club Board of Directors met at 6:30 pm Wednesday, November 2, 2016, at the Vandalia Justice Center, 245 James Bohanan Drive. In attendance were board members Chuck Smith, Toni Massa, Kay Wert Minardi, Jim Ellis, Chris Brown, Ken Mercurio, Monica Sakamoto, and Jim Morgan.

In the absence of President Ed Witte, Vice President Chuck Smith called the meeting to order at 6:30 pm having established that a quorum was present.

In the absence of board Secretary Donna Powell, Jim Morgan recorded minutes for this meeting.

The board reviewed the October meeting minutes emailed to the board by Donna. Ken Mercurio moved to accept the minutes with minor corrections and Jim Ellis seconded. The October minutes were approved by the board with Toni Massa abstaining because she was not present at the October meeting.

Chuck Smith distributed the Ohio Bicycle Federation (OBF) Communicator newsletter to board members.

Chuck Smith indicated the need for the Ohio Senate to move quickly to pass Ohio House Bill 154. Ken Mercurio moved, Kay Wert Minardi seconded, and the board approved unanimously a Resolution of Support to the Senate Transportation Committee similar to those passed by OBF and other Ohio bicycling clubs. The City of Dayton has recently passed a similar three-foot clearance law as have several other Ohio cities. OHB 154 would make the law consistent state-wide.

Ken Mercurio and Chuck Smith attended the Ohio Transportation Engineers Conference (OTEC) on October 25, 2016, at the Columbus Convention Center in Columbus, OH. Chuck was able to talk with Frank LaRose, chairman of the Senate Transportation Committee, about Ohio House Bill 154.

Chuck announced the Ride for Respect, a 10-mile ride for the purpose of educating motorists about the rights of cyclists, from Cycle Logik Studios, 1547 Lyons Rd, Centerville, OH, at 9 am Saturday, November 12. This is a listed DCC club ride so Chuck will have tour rosters available for members to sign for mileage credit. Tour de France veteran Frankie Andreu will attend and Chuck will ask him to wear one of Chuck's 3-foot clearance jerseys during the ride.

Chuck announced the season's first Southwest Ohio Indoor Time Trial at Club 51, 51 W. Spring Valley Pike, Centerville, OH. The time trial series extends through March.

Toni Massa was introduced by Ken Mercurio as the 2017 DCC treasurer. Toni reviewed the DCC's status of financial position as of October 31, 2016, otherwise known as the treasurer's report. The board recommended moving OBF calendar mailing fees from the membership account to an administrative account and suggested upgrading to a more capable level of QuickBooks if it would

enhance reporting efficiency and provide for forecasting expenditures. Toni agreed to investigate what level would be desirable and report her findings at a future meeting. The cost for the highest level could amount to as much as \$400 to \$500 per year. Monica moved, Kay seconded and the board approved the treasurer's report as presented.

Kay will publish a combined January/February Spoke 'N' Link newsletter early in 2017. The deadline for submitting articles and classified material is Christmas Day so Kay can edit over the holidays. Kay also noted that GOBA 2017 routes should be published before Thanksgiving. Monica requests that members submitting photos and other media to the newsletter sign a release so those items can be used for publications other than the newsletter and for advertising the DCC.

Jim Ellis reported the membership count as of October 10, 2016, as 625 members. Jim also reported on progress toward the design of a new DCC cycling jersey. Chuck requested reflective material to be present on the jersey and that the jersey should be of a quality that should last many years (unlike the most recent club jersey for which in some instances the stitching for the pockets is loose). Jim anticipates the total cost of the jerseys to be about \$15,000 for 150 jerseys and revenues from the sale of the jerseys to be about \$6000 in the worst case. Jim expects to conduct a membership promotion in the spring, offering for a limited time a free jersey for those who apply for a two-year DCC membership. Jim will have a better idea of the cost of the promotion after the jersey design is finalized and a vendor for manufacturing the jersey is determined.

Jim Morgan asked the board to recommend on publishing GoFundMe requests on the website. The instance in question involved a cyclist affiliated with a Cleveland-area club who was recently struck by a motor vehicle. The board decided that too many similar instances throughout the state of Ohio might overwhelm the website's capacity for such listings so agreed to recommend not to publish GoFundMe requests. Chuck suggested that OBF may do something for the cyclist instead.

Morgan reported several cycling crashes the week before this meeting and noted that at least one ride leader plans to submit information about the crash that occurred on his ride to the treasurer or to Ken Mercurio for filing with the club's insurer.

Morgan also suggested (at the request of another DCC member) that the club hold a swap meet as it has in past years. Kay thought that would be of interest during the winter months and Chuck suggested having a swap meet at one of the club picnics.

Monica presented DCC Facebook key metrics including numbers engaged, reached, and impressions (total count of those who've seen any DCC FB content).

Monica suggested waiting until more people express interest to pursue Miami Valley Communications Channel (MVCC) TV production in the south Dayton suburb areas, which was originally scheduled for October 27. She will focus on DATV resources for now. Monica asked for a high-resolution DCC club logo vector file; Kay said that she could provide one to her and to Jim Ellis for the jersey design. Jim Morgan said he had a .png formatted logo and a .jpg version he created from that via Adobe Photoshop.

Monica is asking for donations of old copyright-free high-resolution media for production of a video series. Donors may use Links or Google Drive for posting their media. Jim Ellis noted that Google+ may compromise resolution. Monica wants donors to sign a release she has provided and requests Chuck to ask Cincinnati cycling attorney Steve Magas for comments on the wording of the release clause. Monica has created a DCC YouTube Channel and a Google+ site. Chuck asked about establishing a DCC Instagram account.

Monica plans ~30-minute workshops after the DCC business meetings in January through April for discussing DCC action plans for communications. Monica prescribed homework for the January meeting for board members: list area cycling clubs with which the DCC can affiliate or collaborate; membership counts for those organizations; cycling events among those groups; and demographic data for those groups.

Monica asked about DCC involvement in Ride Across Indiana (RAIN). Kay stated that several DCC members participate in RAIN but the club does not send a team or organize group participation.

Chris Brown had nothing to report for bikeways.

Discussion of old business: Chuck reported that after some DCC lobbying the International Trails Symposium will be held in Dayton on May 7-10, 2017, at the Dayton Convention Center. OBF will have a display at the site. Jim Ellis introduced a motion for the DCC to pay \$400 for a display, Toni seconded, and the board unanimously approved.

DCC bylaws require board members to propose 2017 budgets at the November meeting for compilation by the DCC treasurer, Toni Massa, and presentation to the board by the DCC president at the December meeting for approval. Board members presented their 2017 budgets during the remainder of the meeting.

Toni proposed a treasurer's budget of \$325 for office supplies with a possible increase of up to \$400 to \$500 for a QuickBooks upgrade and a small increase for postage for 100 letters.

Ken Mercurio proposed a budget of \$1750 for expenses and \$2550 of income for the Huffman Spring Classic (HSC) for an expected profit of \$800. He elected to save \$576 by discontinuing Facebook ads incurred in 2016. After some discussion and checking other event dates Ken decided that Saturday, May 20, will be the date for HSC. Chuck advised Ken to supply Jim Guilford, editor of the OBF events calendar, with the event details, preferably before Thanksgiving but certainly by some time in December. Kay offered to contact Mark Buchwalder to advise him to do the same once he has determined the date for the Covered Bridge ride. She will also ask him to provide a budget proposal to Toni for that ride. Ken said he would request Brett Holland, Wright Wride director, to do the same. Ken agreed to forward John Bramhall's Old World Tour budget to Toni.

Jim Ellis proposed a membership budget of \$15,590 for expenses (\$15,000 for production of the DCC jersey) and revenue of \$9,590 (\$6,000 for sales of jerseys).

Jim Morgan requested \$200 for the webmaster budget, primarily for plug-in upgrades and some media for recording website backups.

Morgan suggested that metrics be employed so the board can ascertain that the substantial investments in jerseys and communications are meeting their objectives. Chuck showed that Monica has been measuring exposure to DCC's Facebook account. Morgan asked that DCC show some return on investment in the form of increased membership, though Monica agreed that the return on her budget request for \$4,110 would not result in 200+ new memberships. Chuck said that as a not-for-profit organization DCC should be actively supporting cycling in the community and that Monica's plans for producing safety videos constituted a healthy deployment of the DCC's resources. Morgan agreed that may be true but that spending large sums on products such as DATV videos that people never watch would waste our resources. Toni Massa said that it is unusual for a not-for-profit organization to have nearly \$60,000 with no plans for spending it.

Kay proposed a budget showing expenses of \$2000 primarily for printing and mailing the Spoke 'N' Link newsletter with income of \$200 from advertising.

Kay proposed a GOBA SAG service budget of \$3,500 in expenses and \$5,000 in income based on charging \$50 per person. She suggested increasing the charge in 2017 to \$65. Jim Ellis asked that such an increase be commensurate with an increase in service. Kay said that in some years they provided T-shirts to participants. Ellis maintained that the club should nearly break even on its various endeavors given its large checking account balance and the DCC's status as a not-for-profit organization. Not all agreed. Kay argued that the substantial volunteer support from DCC members, particularly for DCC's GOBA SAG service, warranted earning more than a little money for the club for its use in other activities.

Kay reported income from Dorothy Lane Market's Good Neighbor program of \$12.26 so anticipates about \$12 in 2017.

DCC's next business meeting will be 6:00 pm December 7, 2016, at Kay Wert Minardi's house, 935 Hathaway, Dayton, OH. DCC's January business meeting tentatively will be on the second Monday, January 9, 2017, at 6:30 pm pending Chuck's attempt to reserve the Vandalia Justice Center.

At 9:08 pm Jim Ellis moved to adjourn, Ken seconded, and the board approved.