

Dayton Cycling Club Business Meeting September 7, 2016

The Dayton Cycling Club Board of Directors met at 6:30 p.m., Wednesday, September 7, 2016, at the Vandalia Justice Center, 245 James Bohanan Drive. In attendance were board members Ed Witte, Chuck Smith, Kay Wert Minardi, Ken Mercurio, Jim Morgan, Donna Powell, Monica Sakamoto, Bud Bell, Scott and Brenda Butler and DCC members Kathi Witte and Bob Hartman.

The meeting was called to order at 6:30 p.m.

The Wright Wride committee reviewed the successes and lessons learned from this year's Wright Wride. Bob Hartman brought up the issue involving a downed tree and power lines that necessitated a last minute route change on the morning of the ride. Hartman said local law enforcement told him they were unaware of our ride taking place in the area and would have communicated this road issue if they had been aware and had a contact. This is a good reminder to make sure local law enforcement is notified of our event rides.

Wert Minardi, newsletter editor, said the newsletter will be published this week. She also needs bios and pictures for those running for board positions

Social Directors, Scott and Brenda Butler, gave an update on the DCC picnic which will be held September 18th in Kyle Park in Tipp City. A flyer with details will be sent out through constant contact.

Webmaster Jim Morgan noted the DCC bylaws require election ballots to be provided to membership by October 1st. He also commented he has been getting many late ride forms making it difficult to publish this information in a timely manner. A discussion around this issue followed. Bud Bell said we need to enforce a hard date for rides submissions.

Vice President and Advocacy Director Chuck Smith gave an update on Midwest Outdoor Experience. The DCC is a sponsor again this year and our logo is on the MOX website. The DCC will again be providing bike parking. Smith said he and Monica Sakamoto went to Dayton Access TV to learn how to use their cameras and equipment and develop a plan for a public service announcement.

The new Communications Director, Monica Sakamota shared her tentative work plan for the next twelve months. The initial areas of focus will be:

- Facilitating a workshop for strategic planning
- Conducting relevant market and consumer research
- Identifying key messages and adjusting voice to reflect DCC's image to all constituencies

- Facilitating internal and external communication, securing consistency among communication elements
 - Providing editorial direction, supporting the production and distribution of all tactical elements
 - Coordinating traditional and social media interest in the DCC, securing regular contact and providing appropriate response to media requests.

Sakamota would like to devote 20 minutes of each board meeting over the next few months to work on a communication plan. She has also scheduled a tentative tour of the Miami Valley Communication Council facility on Alex Bell road for September 27th. Anyone who is interested in attending should let her know.

Ken Mercurio presented the treasurer's report in the new Quickbooks format. He and Toni Massa have completed the transfer of the club's financials to Quickbooks. Mercurio informed the board that the cost for our storage unit has increased.

Membership Director, Jim Ellis discussed plans he has for growing membership in the coming year. He is also working on a design for a new DCC jersey. He still has the \$300 allotted for new software to help with managing our membership database but hasn't yet made a decision regarding which software to use.

There was no further business and Donna Powell moved to adjourn, Bud Bell seconded the motion and the meeting ended at 8:15pm.