

February 8, 2011
DGBC Board Meeting Minutes

Attendance:

Bill Chalberg
Ken Snyder
Kathy Ellingson
Ryan DeProsperis
Deb Wesley
Mike Struglinski
Gayle Price
Susan Mettel
Loni Wiedemann
John Wiedemann
Susan Hayse
Paul Meier
Mark Ackerman

Next Meeting: 2 weeks - February 22, same place: Wiedemann's home 5837
Washington St., DG

The meeting started a bit after 7:00 at the Wiedemann's after Bill Chalberg set up a large poster-board with he had covered with all types of large post-it notes. We thought something diabolical may be afoot.

After the meeting came to order, we received an update that sadly Amy Boon's grandmother passed away a few weeks ago. The club gave a donation in her name to a charity that helps people support themselves. Amy sent a thank you note expressing how pleased she was with this gesture.

Bill started off the meeting speaking on how the club is small, but works well. He did raise his concern over the club not being organized enough and how he wanted to work harder to keep the meetings on track.

Club Organization

The board contained stickers for each official board position and required committees. These are:

President
VP
Treasurer
Security
Ride Committee
Membership Committee

The duties were reviewed at a high level and can be reviewed at <http://www.downersgrovebicycleclub.org/about/bylaws/>

Other committees listed are:

Communication

Social

PR (Newly created in the meeting, headed by Mike)

Club Goals for 2011

The primary focus on the meeting was to set goals for the year, and prioritize them. There was much discussion that started with goals. Bill was working to keep on the topics of WHAT goals, and not HOW to achieve them. Bill had some difficulty, as the real fun is talking about how we can do things, and talking about fun ideas. We did pull out of the detail regularly enough to achieve a lot, while still letting everyone throw out some great ideas on how.

We ended up with the following Goals (please add any I missed):

Develop a budget, addressing sponsorship funding, items for giving back to the community, PR, and increasing membership.

Develop Public Relations Efforts - Several goals identified in the conversations were grouped under this:

- Increase Membership

- Develop Awareness

- Define our Community

- Develop promotions, including car window stickers, and promotional materials, like windbreakers, and give-away items with our logo and web site.

Communication - Working to get more exposure in print and on the web, including link Reciprocity with area health and biking organizations.

Develop a more formal Sponsorship program. Determine what sponsorship means in logo placement on jerseys, links on our website, exclusiveness in having competing sponsors, payment requirements, sponsorship levels, personal sponsors, etc.

Develop a Family Ride - Create and publicize a family ride to serve the community and to gain new membership.

Ideas demoted from goals to ideas for development by other committees:

Ride Committee

- Develop and promote ride diversity

 - Easy rides (Main issue is getting people to show up)

Out of town rides
Longer, multi-day rides
Quilt Farm ride
Livestrong ride
Trek ride for Breast Cancer Research
Red Bud Ride, London KY, April 16

Proposed

2 brothers winery/restaurant ride (suggested by Ken)
Trail-by-rail - Trip to Red Wing Minnesota to stay in the St. James hotel
visit antique shops and ride established trails (I do not have the detail)
Alton Katie Trail 225 miles of trail to pick from. (see link)
Twin-city challenge

Social Committee

Develop social events for the off season, like cross country skiing. This may expand to
Organize Grumpy Troll trip

PR

Work to develop partnerships with other area organizations and events
Health programs at the Advocate Wellness center
Park District
YMCA
All area bike shops
Utilize the Patch online newspaper
Create "The Downers Grove Bike Club Meets Here" sign for where we meet.

Board (These items may be moved to a committee)

Giving back to the community. Statement include focusing on giving bike racks every year until we have them everywhere they are needed. The focus is always to be on promoting biking.
Be deliberate in what we sponsor, state our goal for sponsorship, ensure it benefits the club, and measure the results where we can.

Sponsoring a hole at the DG golf outing
Ride of Silence'MS 150
Bike Aware
Good Sam Health Fair
Passport for Safety (DG Park District)
Bike to Metra

Updates from Officers and Committees:

Treasurer

Duties have been turned over to Ryan DeProsperis from Susan Mettel. The bank needs a letter on new letterhead to accept the new treasurer. This is being addressed by Ryan.

Membership

The membership is in the mid-30s, which is not unusual for this time of year. It is expected to climb to 130 or so, when the season starts.

March Meeting:

Mark Akerman agreed to put together the program for the March meeting, with assistance from Loni and Bill. After having some difficulty thinking of ideas, and the group rehashing old meeting topics, Bill started throwing out new and interesting ideas, one after another. He will look into presentations from a Vision Quest coach, ABR local racing circuit, Massage for athletes,

Other topics of discussion:

Charging for non-members to join our rides - Why not charge \$2 to join our rides if you are not a member. There may not be a benefit to join if you can do everything a member can for free. If we did this, we need to determine if this creates an agreement that may increase our liability, and if this would be covered by insurance. This needs to be discussed with Doug. This activity was not assigned to anyone.

Apparel - We need to get new **jersey orders** in soon, if we want them for the start of the season. Kathy Ellingson indicated that the cost of jerseys is around \$38 if we change nothing. Once we make a change, the cost goes up considerably. There was a lot of discussion around the jersey design topic. Mike will bring in jerseys from the Elmhurst club and discuss the color choices they made, and how they have changed jerseys over time. Kathy will bring information, and samples, for the next meeting, (or when she can get them), to help the board make decisions based on options and costs. Several people supported keeping the same design, as it distinguishes our club from others. The option of keeping this design, but using a different jersey color of the base was suggested to keep interest in buying a new jersey each year. It was offered that changing the design may be needed to support sales, as if "you already have one like that" you may not buy one. There is also interest in DGBC socks, skullcaps, etc. See Promotional Materials below.

The apparel sales is a small fundraiser for the club, and is a fun way to show your membership in, and support of, the DGBC.

Ballydoyles Sponsor Status - We did not collect sponsorship monies from Ballydoyles this past year. Bill will meet with them to look to collect for last year.

Dropping Membership Card - After determining the membership card is not used by anyone, and the renewal stickers serve no purpose, they will be eliminated. Sending out a DGBC window sticker with a welcome letter was proposed, and was well received.

Promotional Materials - Bill Chalberg will bring in information on a promotion company to look at the options of having wind breakers, and other promotional items made with

the clubs logo on them. One option is to provide the graphics to the company, and then people can purchase whatever they want directly from the site. We need to determine if the club can get a small cut of each sale with our logo, if we do not act as the middle-man. This will be discussed further at the next meeting.

Ride Schedule - The initial schedule was put together by Kathy. Loni will use this as a starting point for the spring ride calendar.

Tasks:

Bring jersey information to next meeting	Kathy Ellingson
Bring Elmhurst BC jerseys to next meeting	Mike Struglinski
Develop initial budget	Ryan DeProsperis
Develop initial PR ideas	Mike Struglinski
Address bank treasurer issue	Ryan DeProsperis
Develop March Program	Mark Ackerman
Bring promotion vendor information to next meeting	Bill Chalberg
Develop window sticker design	Not assigned
Meet with Ballydoyles to ask for 2010 sponsor funds	Bill Chalberg
Develop initial sponsorship program guide	Not assigned

Initial topics for next meeting:

Updates on tasks.
Budget priorities and amounts
Finalizing 2011-12 goals
Understanding jersey options, decisions to make and deadlines
 Discuss options, after looking at Elmhurst jerseys
Make decisions on window sticker and order

Optional topics for next meeting:

Mark to discuss March Program ideas
Mike to discuss initial PR ideas. Just a start for discussion.
Discuss sponsorship program, levels and agreements

Links:

Vision Quest:	http://www.visionquestcoaching.com/index.php
ePromotions	http://www.epromos.com/product/9704082.html
DG PATCH	http://downersgrove.patch.com/
Katy Trail	http://www.independenttourist.com/tours/Katy/katy.htm