Attendees: JW Haupt, Keith Hoke, Carol Bassett, Brian Donovan, Mike Katz, Glenn Nichols, Barbara Gallagher, John Bare, Dwight Siers, Emily Ciancio, Deanna Cain, Jaymi Cook, Dan Durishan, Visitors-Brian A., Faye Transvalidou

Meeting called to order 6:30 p.m.

1) Approval of 02/2018 meeting minutes – passed as submitted

   a) Revenue for 02/2018: ~$ 3300
   b) Expenses for 02/2018: ~$ 1000
   c) Balance: (~$ for 02/2017) ~$ 45,581
   d) Income statements can be made available to Club members upon request

3) Committee Reports
   a) Membership – D. Siers – 137 members at present
   b) Icicle: B. Donovan – nothing to report.
   c) Ride Captain: C. Bassett – pending ride leader training in April, question having a preseason Ride Leader Feedback Mtg in preparation- comment and discussion
   d) Publicity: Barb G. – mailed 2018 event packets to 29 stores along with personal visits to local bike shops, may return to some shops to distribute the WCBC brochures as well; discussed adding “Out of Bounds” events to our publications.
   e) Safety & Education: M. Katz – suggested a source to acquire CO2 for > $1.00, perhaps use as a giveaway
      i) M. Katz suggested to follow-up with Maddie Brown (Girl Scouts) on donated helmets and report on benefits provided.
   f) Doublecross: G. Nichols – Insurance cert. needed for the high school, will follow up with Joe. B and/or Dan D.
   g) Social – E. Ciancio -- Annual Banquet- $ 1586 in cost; 64 attendees; good location this year
      i) Summer Picnic- Marty Weiss Park is reserved; excess paper products to be used up before purchase for upcoming events; suggest RSVP for headcount to allow for proper food prep
   h) Openings – JW- Shorefire position still open, no further information on the possible candidate

4) New Business
   a) Admin: JW Haupt – EC members need to provide info/ email updates for the record and webpage
   b) 2017-2018 Donations – JW Haupt – Joe. B is to report to JW on the list of checks to be cut
   c) Website updates: JW Haupt – will be updating to add new EC members; regarding new content on website, JW shared Barb G’s idea for Ride Leader Blogs, post a few each week.
      i) (old business) still working on Buy/Sell/Trade with webmaster, hope available in 2018.
   d) Social Media -- Deanna reported that Twitter account restarted Jan 25- “impressions” are up/
      Core msgs- Cycling Life- 10/ Bicycle Access- 10/ Ride Safety- 5 / Ride WCBC- 8
i) Deanna suggested social media tags be posted at the events, JW to follow up regarding method
ii) J. Cook suggested amplifying our social media presence- though older club demographic is a challenge. M. Katz suggested having cycling-related charities like/ follow us.

e) Membership sign-up and benefits discussion-
   i) JW reported on Bike Reg—showed current member list and demographics.
   ii) Shop discounts-
       (1) Are the members using this service and supplementary insurance?
       (2) JW to verify what shops wish to participate and at what level/ terms.
       (3) How to verify membership with the shop, via Bike Reg Print out, via Bike Reg app.

iii) New Kits—
    (1) JW and B. Gallagher met with Zaavy regarding kit development. Mockups are due soon.

iv) Membership signups at Club events-
    (1) Membership fees are now credit card only on the website. Card processing needs to be available at the event sign ups. JW investigated Paypal. Others suggest Square. Terms/fees discussed.
    (2) K. Hoke led discussion on website usability/ improvement/ investing back into the club.
        (a) Wordpress is the current platform.
        (b) Mobile functionality is lacking, key to usability
        (c) J. Cook suggested a focus group on organizational changes for now with major redesign to follow next year, poll the club for web-design professionals/input.

v) Enhanced leader training and empowerment discussed to enhance the ride experience of all.

f)  K. Hoke- discussed the possibility of promoting a White Clay “Donut Ride” like that put on in Trexlertown PA. Open for discussion of logistics, ride timing with the other events.

Meeting was moved to adjourn at 8:17pm.

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**Major Event Dates for 2018**

- Icicle – Saturday, 03/24
- Annual Picnic – Saturday, 05/19
- Doublecross – Saturday, 07/07
- Shorefire – Saturday, 08/25
- Savage – Saturday, 09/29
- Volunteer Brunch – Sunday, 10/21