



## White Clay Bicycle Club – March, 2017 Meeting Minutes

March 06, 2017

Attendees: Joe Bockrath (Treasurer), Danny Fisher, Ed McNulty, Sean Grundel, Allison Wong (Webmaster), JW Haupt (President), Ernie Smith, Dwight Siers (Membership Chair), Mike Kealey (Ride Captain), Kevin Tumey (Shorefire), Charlie Johnston (Social Chair), Brian Donovan (Icicle), Dianne Leipold (DoubleCross), John Bare, Jaymi Cook, Don Lyons, Emily Ciancio. (17 in all)

Meeting called to order 6:30 p.m.

1. Introduction of parties present
2. Approval of 2/2017 minutes (J. Cook moved to approve and D. Leipold seconded, approved by Executive Committee members present)
3. Financial Report
  - a. Revenue for 2/2017: \$2,200
  - b. Expenses for 2/2017: \$4,600
  - c. Balance: \$43,000 (vs \$43,900 for 2/2016)
  - d. Income statements can be made available to Club members upon request
4. Annual Banquet: C. Johnston reported that the annual banquet was a success and plans are underway for the 2018 banquet; official headcount was 64 attendees; this year's addition of main dish catering was appreciated by attendees; centerpieces are in storage to be used again next year; Charlie will solicit feedback from membership on the event
5. 2017 Advocacy: J. Bockrath reported that all donation checks have been mailed
6. Major Ride Brochure: JW Haupt explained the idea behind combining all 4 ride brochures into one main brochure for the entire year; B. Donovan has mailed out brochures to various bike shops and JW has distributed to several shops as well; discussion was had regarding distribution of brochures to pizza shops, coffee shops, etc., and not just limiting distribution to bike shops; links to bike shops were provided to Icicle, DoubleCross, and Shorefire coordinators for further distribution
7. Committee Reports
  - a. Icicle: B. Donovan reported that two SAGs have been secured for the Icicle; cue sheets are to be printed; E. McNulty has provided an inventory from the trailer and much of the food from 2016 has expired (Brian will shop for new dry goods); port-o-johns will be secured for Calvert, along with water, because we will not have inside access this year; Calvert needs volunteers (previously staffed by members who are not participating this year); Joe B. will send the COI to Cherry Hill
  - b. DoubleCross: D. Leipold reported that the Road Permit application has been filed with DelDOT and the permit for Smyrna is to be filed; the route will be a reverse of last year's route; Dianne will split the mailing of the brochures for the remaining bike shops with Brian
  - c. Shorefire: K. Tumey will coordinate the Shorefire this year and reported that Dianne is helping him with the organization need for the event; he is getting ready to start the permit process; Joe B to send the COI to Appoquinimink School District



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- d. Membership: D. Siers is taking over membership and is working with Joe B to find a new website to host online membership enrollment due to issues with Active.com; Active moved WCBC to a new site as of 3/1/17 and we have been unable to have members enroll online since the move (Active indicated that things would be fixed 3/6/17); the website issue only affects membership applications and not event registration
  - e. Ride Captain: M. Kealey indicated there is a Ride Leader training scheduled for 3/11/17 and 6 people had registered to attend
  - f. Website: A Wong reported that there are no issues with respect to the webpage
8. Open Positions: JW reported that we still have several openings on the Executive Committee that need to be filled – ***Vice President, Publicity, Savage Coordinator*** – and he is looking for recommendations of members who may be able to fill these positions
9. New Business
- a. E Smith indicated that he was interested in becoming more involved in a leadership role with respect to the major rides; JW noted that it has been a tradition for each major ride to have a “co-coordinator” who assists the lead coordinator with organizing the rides
  - b. K Tumey indicated that Bob Conley will no longer be leading the Country Rambles and that we should look to see if someone else would be willing to step in; the Thursday rides out of Wilbur should look to develop alternative routes due to the new traffic pattern over Rte 1 on Wrangle Hill Road (further discussion was had among the attendees regarding this new traffic pattern and safety issues)
  - c. B Donovan reported that #77 can be used to report road conditions to DelDOT; a discussion was held regarding Howell School Road not becoming available until Fall 2018
  - d. C Johnston reported that 5/20/17 is the date of the annual picnic (to be held at Weiss Park); Charlie will supply contact information to Joe for submission of COI; JW asked M Kealey to send an email to the Ride Leaders about scheduling rides to the picnic on that date
  - e. A Wong discussed the use of the “News” feature on the webpage as a blog with active content to be supported by the membership
  - f. JW Haupt discussed moving the Tailwind to a completely online feature of the webpage; recommended starting blogs from the President, the Ride Leader Captain, minutes of previous meetings, etc.; the goal is to develop active, dynamic content; Allison can teach any interested members on how to blog; there was a discussion of developing an overall communications plan for the Club; E. Ciancio will assist Allison with managing the website
  - g. E McNulty indicated that the stickers used for road markings in last year’s Icicle are missing from the trailer
  - h. The group discussed use of the listserv and options for notifications to club members
  - i. JW presented the group with the prototype t-shirts for 2017; initial batch to be given away as “prizes” at Icicle registration and to gauge membership receptivity to a bigger run; group approved design; recommend to be sold at \$10 each



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- j. JW discussed his plans as President, including making Club events “fun” for members and doing more for the membership; he discussed several contests, including the historical marker contest, the scavenger hunt, the distance contest, and the photo contest
10. Meeting was moved to a close at 7:31 p.m.

Meeting minutes in draft respectfully submitted by Jaymi Cook – 03/19/17

**Save the dates for all of the 2017 events!!**

**~~Annual Banquet – Saturday, 02/25/17~~**

**Icicle Metric Century – Saturday, 03/25/17**

**Annual Picnic – Saturday, 05/20/17**

**Doublecross Metric Century - Saturday, 07/01/17**

**Shorefire Imperial Century - Saturday, 08/26/17**

**Savage Imperial Century - Saturday, 09/30/17**

**Volunteer Brunch - Sunday, 10/22/17**