Attendees: Joe Bockrath, Ed McNulty, JW Haupt, Dwight Siers, Mike Kealey, Brian Donovan, John Baer, Jaymi Cook

Meeting called to order 6:34 p.m.

1. Introduction of parties present

2. Approval of 3/2017 minutes (D. Siers moved to approve and M. Kealey seconded)

3. Financial Report
   a. Revenue for 3/2017: $9,514.57
   b. Expenses for 3/2017: $8,654.28
   c. Balance: $46,000 (vs $44,000 for 3/2016)
   d. Income statements can be made available to Club members upon request

4. Finance Discussions:
   a. The group discussed changing the membership form to identify family members for household memberships, as a means to better capture membership totals.
   b. J. Bockrath reported that approximately 320 riders participated in the Icicle this year; revenue was approximately $9,000 but expenses have not yet been calculated; median age of riders for the Icicle was between 45-50 years of age; only 10% of the riders were WCBC members; the group discussed demographics of this year’s riders – club vs. non-club, state locations, etc.
   c. JW Haupt reported that the “info@whiteclay” email address had not previously been monitored; the Delaware Senior Olympics had requested funding from this year’s donations but had been sending communications to a dead mailbox

5. Committee Reports
   a. Icicle: B. Donovan reported that obtaining GPS files continues to be the primary inquiry in the days prior to the ride; check processing timeframe was also an issue in 2017 and the recommendation was made to clarify that checks sent for registration fees may take 7-10 days to be processed; the placement of port-a-johns at the start was discussed and it was mentioned that we may want to move them closer to the school next year; riders preferred the pre-made directional stickers over chalk paint; the group discussed placement of the arrows and strategic distancing before intersections; Ed McNulty indicated that we will need to order more arrows for the DoubleCross; JW indicated that we should show an example of one of the directional arrows at registration so that people know what to look for while riding
   b. DoubleCross: No update provided.
   c. Shorefire: No update provided.
d. Savage: No update provided.
e. Website: JW Haupt reported that the “Out of Bounds” section of the website has been updated.
f. Membership: No new information to report per D Siers
g. Ride Leader: M. Kealey reported that 6 new Ride Leaders took training in March.
h. Safety: M. Katz reported that he wants to begin doing different safety presentations to membership every few weeks; he also raised the issue of the “Idaho Stop” law and indicated he needs to do further research; JW mentioned that the Club had several discussions regarding this law in the past and had various people come in to do presentations on the law; John Bare reported that both Rehoboth and Kennett Square had been cracking down on cyclists for violating stop signs; John also reported that the proposed “Bicycle-Friendly Delaware Act” includes “stop as yield” provisions is under consideration by the Legislature

6. New Business

a. JW Haupt gave a report on the Icicle accident; the rider suffered a level III shoulder separation and cracked ribs.
b. B Donovan asked about promoting the “Volunteer” option presented when new members join the club; the group discussed ways to better promote volunteer opportunities to membership
c. E McNulty questioned the need for the 3-day rule with respect to posting rides on the calendar; the group discussed credits for ride leaders and “gaming of the system”
d. B Donovan indicated he needs N. Wilmington Ride Leaders to assist with Tuesday and Thursday night rides
e. M Katz mentioned his concerns regarding the Route 1 overpass on Wrangle Hill Road as it relates to Thursday night rides; JW indicated he would discuss this with Mike after the meeting
f. J Bare wanted the group to note that the Walkable/Bikeable Summit was scheduled for 5/4/17; members are encouraged to attend, but registration is required
g. J Bare also mentioned that the LAB bicycle-friendly state competition questionnaire is coming due; he is working on it with DelDOT
h. JW discussed changes to the Tailwind; after several months of not being published, it will be moved to an electronic format comprised of various posting from members throughout the month; a tentative regular schedule of postings has been developed and the goal is to be “real-life, real-time”; the group discussed ways to notify membership of new articles while everyone adjusts to the new format
i. The group discussed the use of wristbands for major events and decided not to put “WCBC” on them because of concerns regarding trash being left behind with the Club’s logo
j. The group also discussed further solicitation of responses from riders with respect to major events; volunteers at registration can encourage riders to give feedback after the event; the group also discussed solicitation of photos from riders at events

k. Proof of membership for use at bike shops for discounts was raised as an issue; further discussion and research of this matter needs to be conducted

Meeting was moved to a close at 7:43 p.m.

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