



## White Clay Bicycle Club – March Meeting Minutes

March 05, 2018

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
- 2) Financial Report – JW Haupt for Joe B.
  - 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 web-page
  - 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



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- 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.

### **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