



White Clay Bicycle Club – March Meeting Minutes

March 4, 2019

Attendees: JW Haupt, Keith Hoke, Allison Wong, Emily Ciancio, Glenn Nichols, Dan Durishan, Brian Donovan, Mike Katz, Barb Gallagher, Visitors: John Bare- Bike DE, Bill Ebbott, Tom Hannum- Cecil Land Trust.

Meeting commenced 6:31pm

- 1) Approval of 02/ 2019 meeting minutes done remotely
- 2) Financial Report – Dan Durishan
 - a) Revenue for 02/2019: ~\$ 600
 - b) Expenses for 02/2019: ~\$ 3,100
 - c) Balance for 02/2019: ~\$ 37,400
- 3) Committee Reports
 - a) Membership: J. Haupt/ K. Hoke - nothing to report.
 - b) Ride Captain: J. Haupt – RL’s will get a discount code (-\$50) with which to order club kits or apparel if this option is chosen
 - c) Publicity: B. Gallagher – nothing to report.
 - d) Social: E. Ciancio —Feb 23 Banquet a success and speaker well received.
 - i) E. Ciancio will present membership survey to discover why attendance is lower than years past.
 - ii) B. Ebbott suggests we each reach out to personal circles for informal feedback.
 - e) Safety & Education: M. Katz – would like to present bike safety talk at area middle schools; March 19 Trek to release a big announcement.
 - f) 2019 Icicle: B. Donovan- route is approved. Need to finalize who will pull the trailer. Keith? Dianne will handle bakers. Volunteers will be called out in March.
 - g) 2019 Doublecross: G. Nichols- Smyrna HS is approved; need updated insurance certificate.
 - h) Shorefire: J. Haupt- Bill Ebbott a strong possibility to lead.
 - i) Savage: J. Haupt- Jaymi Cook to lead.
- 4) Committee Openings
 - a) Committee Openings for replacement-
 - i) Shorefire 2019- Bill Ebbott is considering
 - ii) Savage 2019- Jaymi Cook has accepted the position
 - iii) Membership responsibilities are moved under the VP position
 - iv) Major Ride Coordinator still available
- 5) Old Business
 - a) JW- 2019 event brochure drafts were presented, reviewed, marked-up for production; Bill Ebbott suggested ride leaders should keep these on hand and share at the beginning of the ride season and with new riders.
 - b) JW-- 2019 Advocacy Donations- proposed donations presented, reviewed, some modifications were made and the list approved.
 - i) Total- \$13,400 approved for 2018/ 2019 year.



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- c) M. Katz inquired regarding the Veterans Cemetery “thank you” donation, is the organization State of Federally funded? JW to inquire how our donation is acknowledged and used.
 - d) Logoed magnets and stickers for giveaways- Final design style 2B approved
 - 6) New Business
 - a) JW- upscale apparel options w/ embroidery-- 3 women’s styles/ 3 men’s styles/ 2 hats selected.
 - i) Both Athlos and Unique Impressions club stores will be open shortly for orders.
 - b) Vendors/ promotions at Club events: Scott Cole w/ Veloprobike is approved to have table at Icicle. Must not be tied to registration and in a separate space.
 - c) Philly Bike Expo—JW- club benefit from having a WCBC table or booth? 1) \$295 2) \$695.
- Discussion:
- i) Geographically too far to benefit and draw new members?
 - ii) Event is November 2-3, 2019. All 2020 WCBC event dates must be set/ brochures printed ahead to have as handouts.
 - iii) Will need volunteers to cover 2 day event.
- d) KC’s Cause- E. Ciancio states that Mary Rock will organize a ride.
 - e) John Bare, Bike DE—
 - i) 2019 Walkable Bikeable Delaware Summit set for Thursday, May 2 will host experts from Holland to share ideas/ solutions.
 - ii) Future Trail of N. DE symposium upcoming
 - iii) Mid-Atlantic Greenways Summit set for April 4-6
 - f) T-town visit to be planned this summer. Gerry Frenze w/ DE Express offered discount to take a bus up to “Try the Track” event. Option to watch races only as well. K. Hoke will pursue planning.
 - g) Tom Hannum w/ Cecil Land Trust provided suggestions for ride promotion that have worked for Cycle for Cecil. 1) videos of landscape, etc. posted on website 2) suggest contact Doug @ Cecil TV.com (Publicity chair)

Meeting moved to adjourn at 8:18 pm

Major Event Dates for 2019

~~Annual Banquet – Saturday, 2/23~~
Icicle – Saturday, 04/13
Ride of Silence – Wednesday eve., 05/15
Annual Picnic – Saturday, 06/08
Doublecross – Saturday, 06/29
Shorefire – Saturday, 08/10
Savage – Saturday, 09/21
Volunteer Brunch – Sunday, 10/27