





Welcome

WCBC Annual Business Meeting
February 22, 2025



2024 Activities

- Acted on 2023 Events & Member Surveys results
- Conducted 2024 membership survey
- Continued website improvements
- Coordinated 4 major supported ride events
- Debuted Club discount at major supported events
- Expanded Ride Calendar activities
- Had themed rides
- Held Club Summer Picnic
- Improved participation data
- Opened Discord Channel
- Reconfigured Executive Committee positions/responsibilities
- Recognized event volunteers at fall appreciation
- Represented WCBC at Bridge Reopening Ceremony
- Sold trailer



2024 Challenges

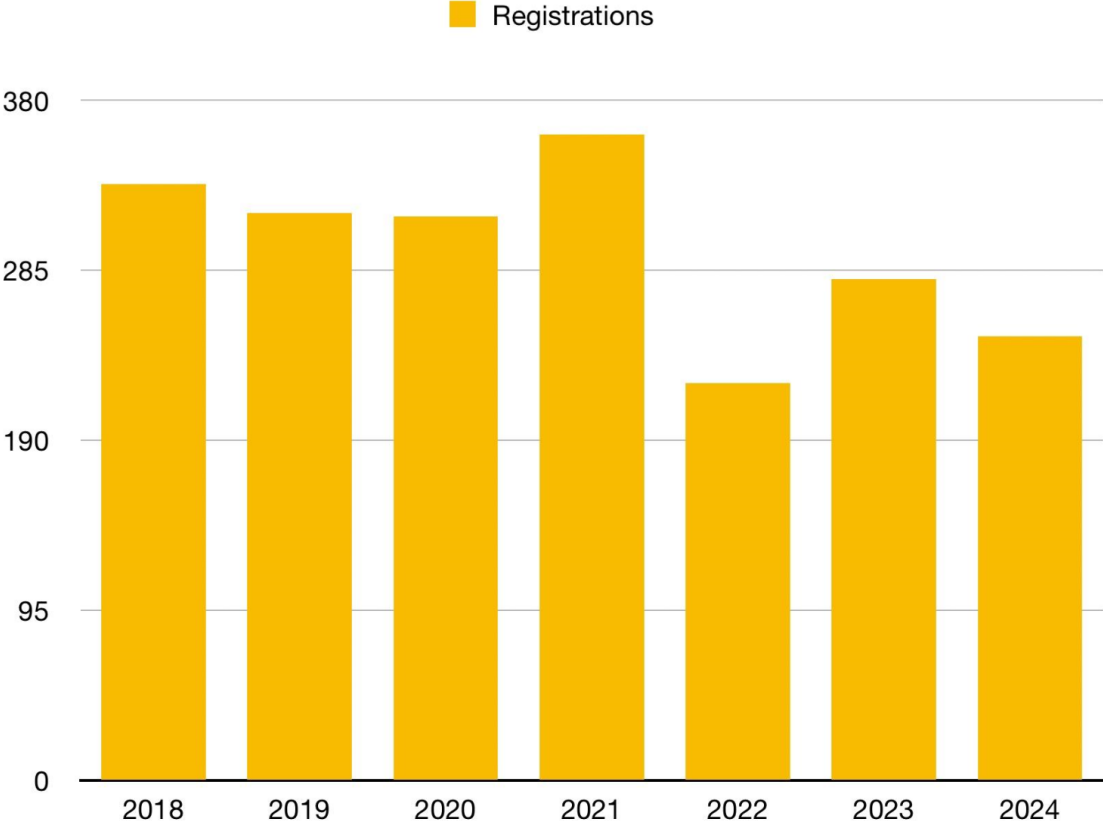


- Finances
- Leadership vacancies
- Major event volunteer shortages
- Weather





Membership via BikeReg



Communications

<i>E-blasts</i>	<i>Avg Opened</i>	<i>Avg Clicked</i>
Tailwind	83%	40%
Major Ride Events	88%	62%
Special	81%	22%



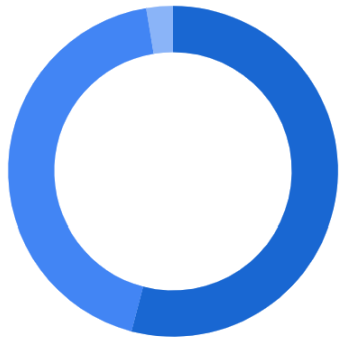
<i>Media</i>	<i>Postings</i>
	12
	10
	100
	79
	96
	5
	3
Tailwind News Flash	8
	3
	166
YouTube	4
TOTAL	486



Website

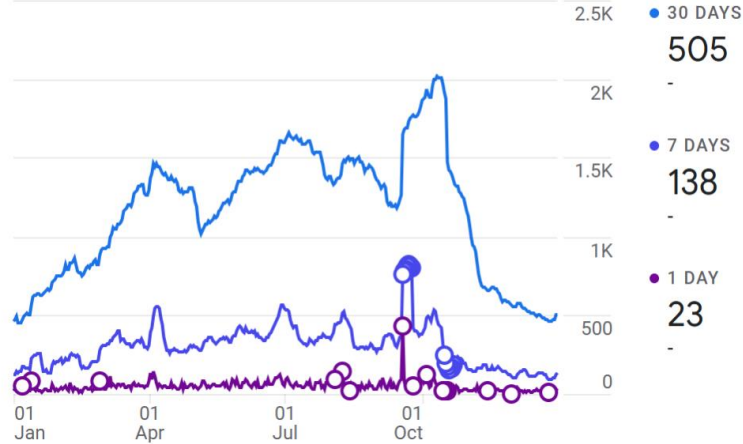
Average View Time: 1 Minute 13 Seconds

Active users by Device category



MOBILE	DESKTOP	TABLET
54.0%	43.4%	2.6%
↑ 175.2%	↑ 218.2%	↑ 246.4%

User activity over time



Top 7 Pages/Screens	Views
WCBC Homepage	13,000
Ride Calendar-Cal View	2,800
Savage Century	2,000
Doublecross Metric	1,900
Icicle Metric	1,800
Shorefire Century	1,800
Ride Calendar-List View	768



Major Ride Event Directors

Brian Donovan

Icicle Metric



Jamie Plower

Doublecross Metric



Fred Hartman

Shorefire

Bill Ebbott

Savage Century

Century

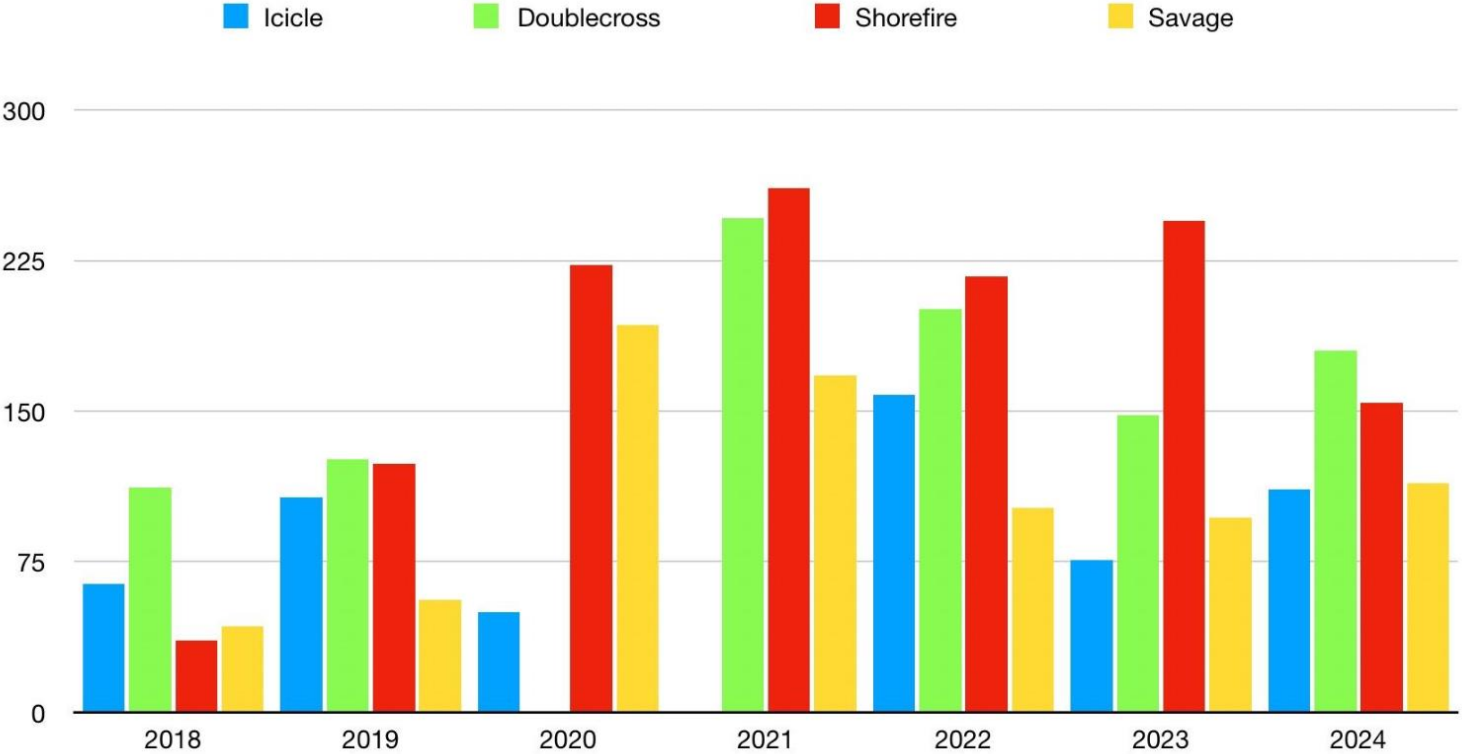


Dinesh Mistry





Supported Event Registration





Major Supported Ride Event Volunteers

Brian Albin
Tom Brazill
Diane Burns
Deanna Cain
Gary Cain
Ariel Carter
Emily Cianco
Bob Conley
Linda Conley
Kim Corrigan
Mary Cressman
Brian Donovan
Brian Dougherty
Bill Ebbott
Danny Fisher
Larry Galpin
Free Hartman
Carol Ireland
Mike Katz
Rob King

Lonni Lehman
Theresa Lerner
Marty Lessner
Don Lyons
Holly Maddams
Jeff Manlove
Carol MacQueen
Ed McNulty
Dinesh Mistry
Glenn Nichols
Jeff Phillips
Jamie Plower
Frank Romedio
Gail Schneiders
Brigette Sheehan
Jay Sladewski
Gail Schneiders
Scott Stewart
Doug Tynan
Allison Wong





Ride Calendar Facts

- 2,067 Rider Participations
- 224 Unique Riders
- 455 Rides



Rides	Top 10
76	Jim
Martin	
74	Brian
Albin	
55	Daniel
del Busto	
53	
	Mercedes Cabanas
48	JW
Haupt	

Top 3 Popular Rides*	
565	Red Lion Group Ride
299	N. Wilmington "Flat" Evening Ride
220	Unionville Hills

(*participants and leaders)

Unique Riders
122
59
Group Rides
57
43
Twilight Rides

Top 5 Rides	
	Vic
	Lion Group Ride
	People's Thursday
	Stephen Gallagher Unionville Hills
	Randy
	Greenville - Thursday
	Brian

39



439 Ride Leader Participations

<i>Ride Leader</i>	#
Brian Albin	
58	
JW Haupt	
47	
Patrick Karani	
43	
Daniel del Busto	
41	
Brian Donovan	
36	
Bill Ebbott	
35	
Jeff Bricker	31
Jamie Plower	
19	
Mary Cressman	
18	
Holly Maddams	



<i>Ride Leader</i>	#
Jeff Manlove	
8	
Art Berger	
2	
Tom Brazill	
2	
Deanna Cain	
2	
Glenn Nichols	
2	
Juan Manuel Alvarez	1
Karen Bacot	
1	
Maurice Barnes	
1	
Randy Bouchard	
1	
Jim Brocious	

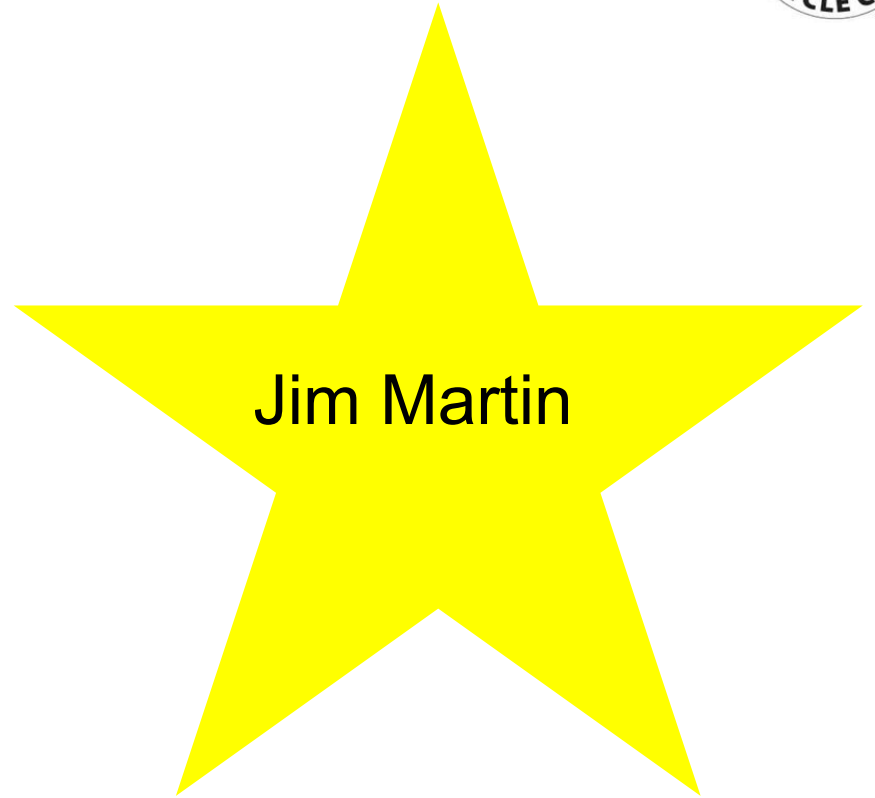
Special Rides

- Apple Cider Donut Tour
- Castle Trail Night Moves
- Cranksgiving
- Dipping Our Wheels Into Maryland
- Family
- Holiday Lights Tour
- Leisurely Labor Day
- Memorial Day
- St Georges Bridge Ceremony
- Summer Picnic
- Zwift Lunch



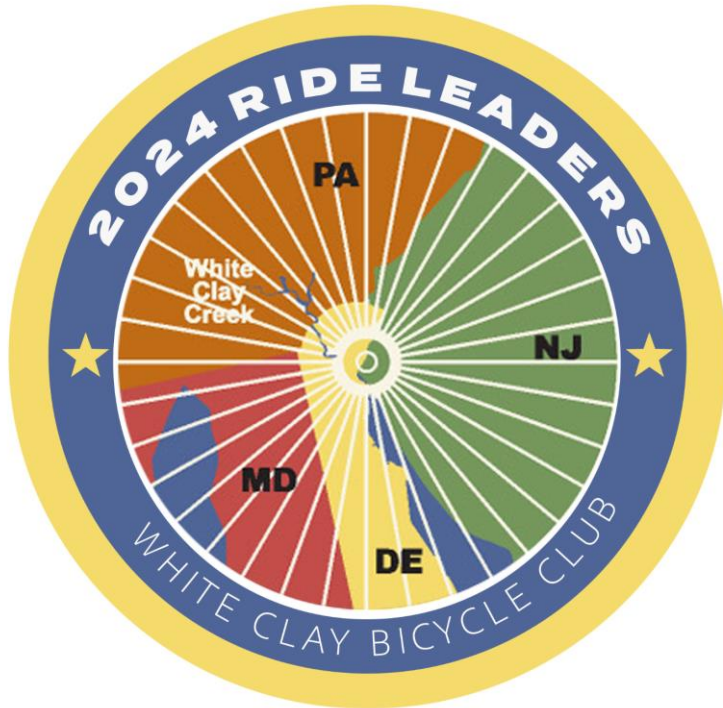


Most Active Rider Participant





Top Ride Leaders



- Jeff Bricker
- Emily Cianco
- Mary Cressman
- Daniel del Busto
- Brian Donovan
- Bill Ebbott
- Jay Gallagher
- JW Haupt
- Franz Kappel
- Patrick Karani
- Holly Maddams
- Jeff Manlove
- Jamie Plower
- Jonathan Ripsom
- Mike Wilde
- Natalie Zemaitis



Service Awards

- Mike Katz
- Marty Lessner
- Ed McNulty
- Susan McNulty
- Glenn Nichols





Distinguished Service Award

- Brian Donovan





2025 Plans & Goals

- Hold in-person Exec Committee building 1 X quarter
- Establish major supported ride event procedures
- Design Signup Genius templates for major supported event volunteers
- Schedule Zwift/Rouvy rides on *Calendar Ride*
- Create instructions for all Club-related communications and registration software needs
- Interact with other cycling clubs
- Coordinate a multi-day signature ride
- Standardize a year-long budget
- Implement mid-season questionnaire
- Create opportunities for volunteering and learning



WCBC Executive Committee Election Finals



Jamie Plower President/Icicle Metric Director

Bill Ebbott Vice President/
Shorefire Century Director

Mary Cressman Treasurer

Brian Albin At-Large

Deanna Cain Communications

Daniel del Busto Ride Captain

Brian Donovan At-Large



Fred Hartman Doublecross Metric Director

Marty Lessner At-Large

Dinesh Mistry Major Event Coordinator/
Savage Century Director

Allison Wong Webmaster

TBA At-Large

TBA At-Large



Questions?





Let's Ride Together!