





# Welcome

WCBC Annual Business Meeting

February 28, 2026



# 2025 Successes

- Acted on select 2024 membership survey items
- Conducted 2025 membership survey
- Continued website improvement
- Added Out of Bounds external submission/publication tool
- Coordinated 4 successful major supported ride events
- Designed and implemented Signup Genius (SUG) Major Event Volunteer templates
- Smashed registration goals at Shorefire
- Produced favorable exposure via Club rest stop at Delaware Gran Fondo
- Instituted year-long budget
- Expanded number of themed rides
- Held scheduled rides on Zwift
- Hosted well-attended Club Summer Picnic
- Recognized event volunteers at fall appreciation
- Solicited cycling advocate non-profit charitable grant candidates



# 2025 Misses



- In-person Executive Committee meeting once a quarter
- Multi-day signature ride
- Volunteering & Learning



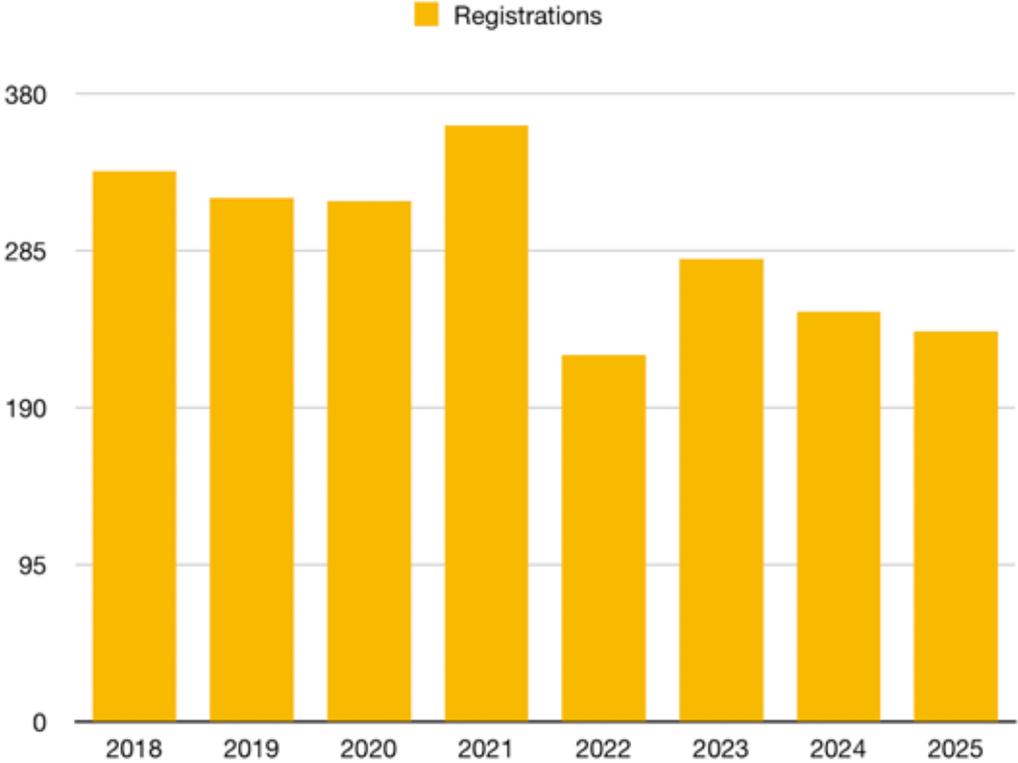
# 2026 Challenges

- Major event volunteers
  - \* We had some new faces this year but still struggle to get volunteers
  - \* Members would like home baked treats but no volunteers to make treats
- Leadership vacancies





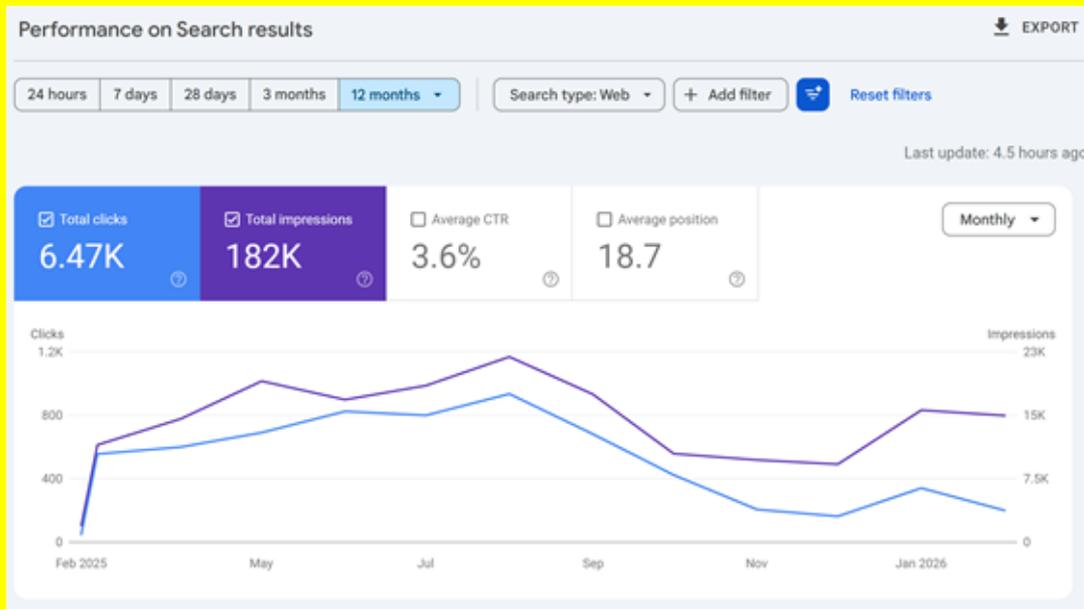
# Membership via BikeReg





# Website Traffic

## Performance Last 12 Months



- Follows a classic cycling-season curve: strong in spring/summer, tapering in fall/winter
- Overall traffic remains stable year-over-year

*Trend follows a typical cycling season*



# Website Traffic

## Top Content Last 3 Months

- Homepage – Still the primary entry point
- Ride Calendar – Steady interest even in off-season
- Icicle Metric – Major spike in clicks (+367%)
- Shorefire Metric – Stable performance
- Savage Century – Expected seasonal decline

Your content ? View more >

Top Trending up Trending down Clicks

	White Clay Bicycle Club <a href="https://whiteclaybicycleclub.org/">https://whiteclaybicycleclub.org/</a>	↓ 40%	245
	WCBC Ride Calendar-CalView – White Clay Bicycle Club <a href="https://whiteclaybicycleclub.org/wcbc-ride-calendar/">https://whiteclaybicycleclub.org/wcbc-ride-calendar/</a>	↓ 75%	82
	Icicle Metric – White Clay Bicycle Club <a href="https://whiteclaybicycleclub.org/events/icicle-metric/">https://whiteclaybicycleclub.org/events/icicle-metric/</a>	↑ 367%	70
	Shorefire – White Clay Bicycle Club <a href="https://whiteclaybicycleclub.org/events/shorefire/">https://whiteclaybicycleclub.org/events/shorefire/</a>	↓ 4%	45
	Savage Century – White Clay Bicycle Club <a href="https://whiteclaybicycleclub.org/events/savage/">https://whiteclaybicycleclub.org/events/savage/</a>	↓ 88%	42

*People are already researching the Icicle Ride*



# Website Key Updates

## *Platform Upgrade*

- Running on [WordPress 6](#)
- Backend upgraded to [PHP8](#) for more speed, security and compatibility

## *Hosting Migration*

- Domain + email moved from [Hostmysite](#) to [Hostway](#) for better reliability and support



News • February 1, 2026

### First 2026 Club Members

Welcome or Welcome Back to the following 14 riders who joined the WCBC via Family or Single Memberships in January and February. These cyclists are from



News • January 7, 2026

### 2025 Survey Highlights

This year's WCBC Survey yielded a return of 11% participation of Club members. Thanks to all who shared opinions and insights. Listed below are some highlights of the survey. A



News • January 5, 2026

### Gino Bartalli Story on Stage

A cycling legend rides again. The Delaware Theatre Company is presenting the musical production, *Glory Ride*, about Italian cycling champion Gino Bartalli. This U.S. premiere focuses on the Tour de

[Read More →](#)

## *Ride Submission Improvements*

- Out of Bounds ride submissions now handled via the [Events Calendar Community](#) plugin
- Club members can submit rides which directly reduces manual cut/paste and crowdsource updates

## *Ongoing Content Updates*

- Timely blog posts
- New member welcomes
- Featured rides and Club highlights
- Encouragement to check site for updates



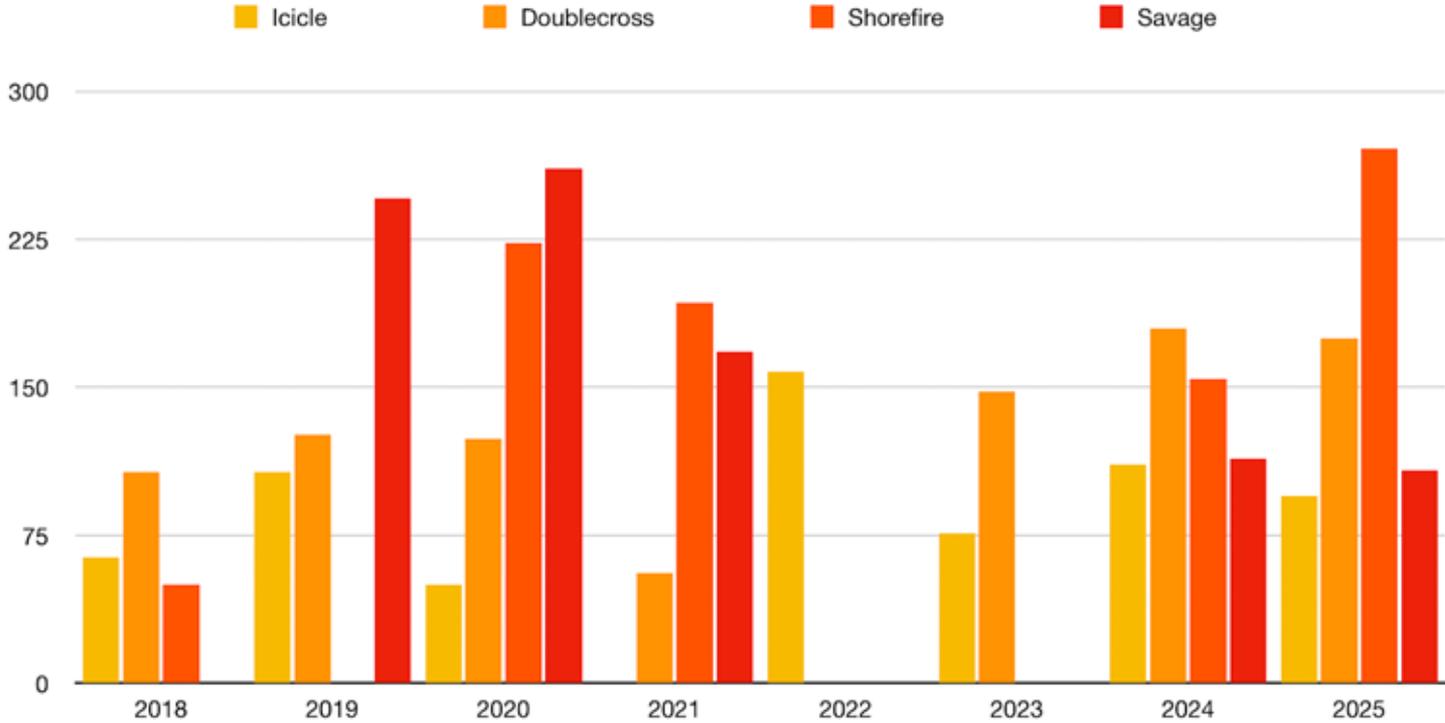
# Major Ride Event Directors

Brian Donovan	Icicle Metric
Jamie Plower	Icicle Metric
Fred Hartman	Doublecross Metric
Bill Ebbott	Shorefire Century
Dinesh Mistry	Savage Century





# Supported Event Registration





# Volunteers

Brian Albin  
Tucker Bayada  
Jeff Bricker  
Deanna Cain  
Kim Corrigan  
Mary Cressman  
Daniel del Busto  
Brian Donovan  
Bill Ebbott  
Jay Gallagher  
Larry Galpin  
Jessica Golden  
Richard Harder  
Fred Hartman  
JW Haupt  
Jim Humphrys  
Frank Kappel

Patrick Karani  
Scott Kayendall  
Owen Lefkon  
Don Lyons  
Marty Lessner  
Holly Maddams  
Jeff Manlove  
Dinesh Mistry  
George Nelson  
Glen Nichols  
Brian Nyamu  
Jamie Plover  
Debbie Rees  
Maya Rigor  
Gail Schneiders  
Jonathan Stein  
Allison Wong





# Finance: Year in Review

## Revenue

Membership/General	\$5,080
Icicle Metric	\$3,895
Doublecross Metric	\$7,795
Shorefire Century	\$12,800
Savage Century	\$4,870
<b>Total</b>	<b>\$34,440</b>

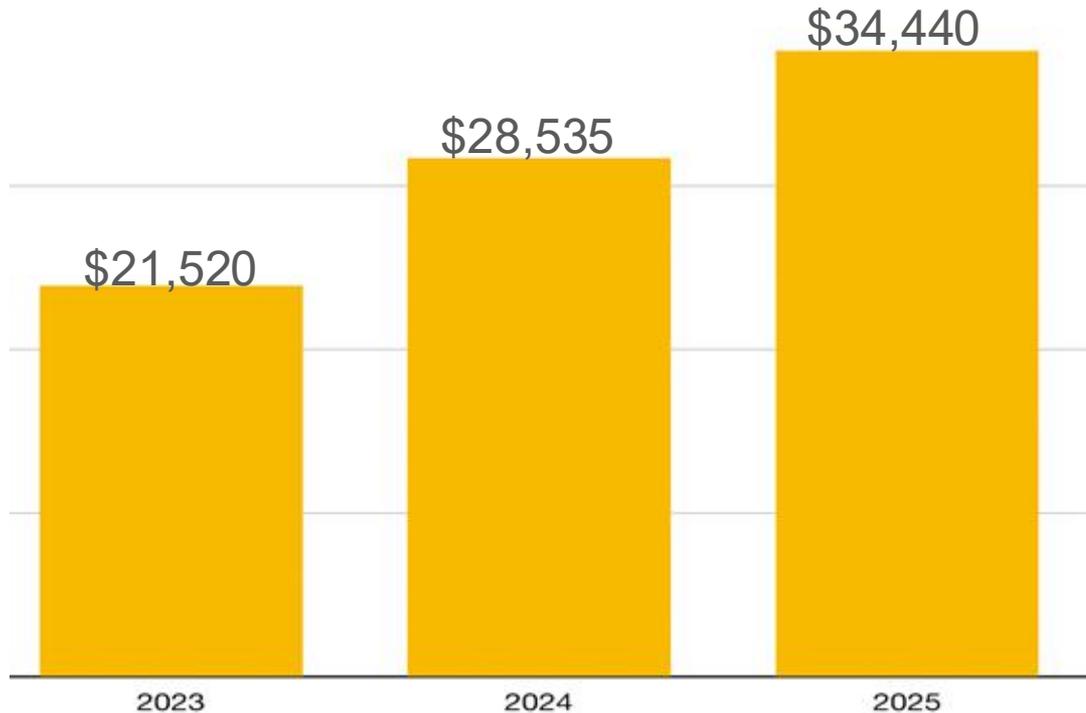
## Net Earnings

General Expenses	(\$5,605)
Icicle Metric	\$1,285
Doublecross Metric	\$4,160
Shorefire Century	\$8,220
Savage Century	\$1,606
<b>Total</b>	<b>\$9,666</b>



# Finance: Year in Review

## *Year-Over-Year Comparatives Revenues*





# Finance: Year in Review

## Growth Rate

- Achieved 20.69% revenue increase over past fiscal year, exceeding projections
- This growth is predominately due to Shorefire's success, along with every other major ride being successful

## Membership

- Post-COVID membership has steadily increased from low of \$2,590 in 2022 to \$5,080 in 2025
- Single Membership counts rose by 9 (2024 bs 2025)
- Family Membership counts decreased by 9 (2024 vs 2025)





# Finance: 2025 Charitable Giving Awards

<b>League of American Bicyclists</b>	<b>\$ 250</b>
<b>Love of Christ Church</b>	<b>\$ 500</b>
<b>Urban Bike Project of Wilmington</b>	<b>\$ 500</b>
<b>Bike Newark</b>	<b>\$ 500</b>
<b>Delaware Veterans Memorial</b>	<b>\$ 500</b>
<b>Newark Bike Project</b>	<b>\$1,000</b>
<b>Bike Delaware</b>	<b>\$1,000</b>





# Finance: Forecasting

## *2026 Budget Allocation & Growth*

<b>CATEGORY</b>	<b>BUDGET</b>
Membership	\$5,350
Operations	\$(14,350)
Icicle	\$1,000
Doublecross	\$3,850
Shorefire	\$4,000
Savage	\$1,500





# Rides by the Numbers

61 North Wilmington Hills

117 Greenville Twilight

131 Weekend Warriors

155 People's Plaza

175 North Wilmington Flats

288 Red Lion





# Ride Leaders

Patrick Karani	47
Brian Albin	43
JW Haupt	38
Brian Nyamu	30
Holly Maddams	26
Dinesh Mistry	23
Brian Donovan	22
Jamie Plower	22
Scott Kuykendall	21
Mary Cressman	21

Daniel del Busto	21
Tucker Bayda	20
Natalie Zemaitis	19
Jeff Bricker	17
Bill Ebbott	17
Franz Kappel	16
Anthony Delnegro	8
Allison Wong	8
Randy Bouchard	4
Jim Martin	4



# Special Rides

- Apple Cider Donut Tour
- Castle Trail Night Moves
- Cranksgiving
- Family Fun
- Ice Cream Social
- Loop at Lum's Pond
- Memorial Day
- Summer Picnic
- Ugly Sweater
- Zwift Lunch



# Service Awards

- Bill Ebbott
- Fred Hartman





# Club Member Highlight

- Ariel Hase





# 2026 Plans & Goals



- Improve Discord structure
  - \* Add channels for Welcome, Getting Started, Club Rules
- Use Discord and Strava to mirror Ride Calendar events
- Look to add more weekend rides
  - \* Resurrect Bike & Beer rides
- Continue to interact with other cycling clubs
- Develop online incident reporting mechanism
- Look at other locations for Club Picnic

# WCBC Executive Committee Nominees



Jamie Plower      President/Icicle Metric Director

Bill Ebbott      Vice President

Mary Cressman      Treasurer

Brian Albin      At-Large

Deanna Cain      Communications

Daniel del Busto      Ride Captain/Doublecross  
Metric Director

Brian Donovan      At-Large

Owen Lefkon      At-Large

Marty Lessner      At-Large

Holly Maddams      Shorefire Century Director

Dinesh Mistry      Major Event Coordinator/  
Savage Century Director

Allison Wong      Webmaster

TBA      At-Large

TBA      At-Large



# Questions?





*Let's Ride Together!*