

Sikiyou Velo Board Meeting Minutes

October 3, 2018

Angelo's Pizza, Phoenix

6:30 PM

Attendees: Frank Hoeper, Matt Walker, Jeff Roberts, Gary Shaff, Jennifer MacCracken, Harlan Bittner. Bob MacCracken also attended.

1. Approval of September minutes
 - a. Minutes need to be approved at next meeting
2. Guest presentation "School Bicycling Programs", Egon Dubois

Egon Dubois, who currently teaches bicycle education classes in Ashland, talked with Board members about starting a bicycle education program in Phoenix. Some years ago Egon taught his class in Phoenix at the invitation of Jeff Westergard, a teacher at the school. Jeff would like to reinstate this class aimed at 4th, 5th and 6th graders. Egon plans to retire from teaching sometime next year. In order for this class to take place, Egon needs:

- a. Someone to take over at least the teaching portion of his duties
- b. Bicycles, preferably used, that are sturdy--a dozen to start, more later. His estimated cost for the bikes is \$120 per bike.
- c. Shipping contained to store bikes
- d. Sponsoring organization, needed primarily to provide insurance. Sikiyou Velo could act as the sponsoring organization.

The Board will consider this at a future meeting.

3. Activities updates
 - a. Treasurer (Frank)
 - i. Membership income is slightly behind that projected
 - ii. Advocacy budget approved by Board for All Ages and Abilities Campaign is \$1100; an additional \$200 in donations targeted for advocacy was received. Expenditures to date are \$1,009.

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- iii. Draft budget needed for next year. Frank will prepare proposed budget for 2019 in the near future.
- b. Webmaster (Jeff)
 - i. Report on Facebook advertising
 - 1. 126 letters submitted to Medford City Council via “SubmitAAA”
 - 2. 161 clicks on URL published in AAA flyer
 - 3. 89% of visitors to “SubmitAAA: came from Facebook
 - 4. Cost is \$10/day for the Facebook ad to continue
 - ii. Issue with website—some Board members getting “permission denied, error 403” in submitting news items on website. Jeff will investigate and fix.
 - iii. Board discussed a request that any member be able to put rides on website. Board took no action.
- c. Social Activities (Mark)
 - i. Ice Cream Social Report—successful, within budget.
 - ii. Holiday Party Dec. 8
 - 1. Mark is gone until late November. Board needs finalize plans at the next meeting, including establishing the cost per attendee for the event.
- d. Membership (Matt)
 - 1. Very few new members this year. 217 members currently.
 - 2. Gary suggested we need to contact previous members and invite them back, stressing benefits of club membership. Gary will draft a letter for Matt to send.
- e. Rides (Dennis)
 - i. Dennis not in attendance. Jen indicated a concern that ride leaders, in the event of ride cancelation, need to send a ride cancelation notice, and riders who accepted the ride invitation need to check their email before leaving for the ride.
- f. Training and Education Update (Gary)
 - i. Gary received one request about the next bicycle education training session. There is none currently scheduled due to lack of interest over the past year. Once idea discussed was to

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provide “mentoring rides” rather than the formal class. This will be discussed at a future Board meeting (Jan or Feb).

g. Advocacy Update (Harlan, Gary)

i. Update on All Ages and Abilities campaign

1. AAA Brochure Distribution
2. Facebook advertising (see above under webmaster)
3. Presentation to Rogue Valley MPO PAC, 9/18
4. Participation on Rogue Valley Active Transportation CAC 9/18
5. Statement to Medford City Council 9/27
6. Presentation to AAUW 10/4
7. Future presentation to Medford Rotary

ii. Status of Medford Transportation System Plan

1. Medford Planning Commission Hearing 10/11/18 and City Council Hearing 11/1/18
 - a. Testimony planned by Siskiyou Velo
 - b. Gary, Harlan and Jeff will work on and present the testimony. Motion passed to approve these three Board members to create and present the testimony
2. Facebook Advertising
 - a. The effectiveness of the advertising was discussed (see above under webmaster) as was the cost to continue advertising (approximated \$300/month)
 - b. Motion passed to approve continuing the ad through October 31, one day before the City Council hearing. The ad will be terminated at that point.

4. Other items

a. Discussion of Slate of Board Candidates for 2019

- i. Currently we have 9 Board members, and per Bylaws could have up to 12. Presently all current Board members are

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expected to continue. Board will consider additional candidates at the next meeting.

1. Board needs finalize plans at the next meeting, including establishing the cost per attendee for the event.
 - b. Discussion held on opening up the Siskiyou Velo forum to all, not just members. Board was reluctant because it would be difficult to control posts. The Board will consider this at a future meeting.
5. List of items held for discussion at future meetings
 - a. Approve September meeting minutes. Schedule for next meeting.
 - b. Siskiyou Velo sponsorship of bicycle education in schools (per Egon Dubois' presentation). Sponsorship would entail providing or coordinating insurance. Other responsibilities could be considered. Schedule for future meeting
 - c. Finalize plans for Holiday party, scheduled for Dec 8, in particular the cost per attendee. Schedule for next meeting (November)
 - d. Bicycle education program, or perhaps instead "mentoring rides." Schedule for Jan or Feb meeting
 - e. Slate of candidates for Board. Discuss at next (November) meeting in order to finalize slate for email election in advance of the holiday party.

Meeting adjourned 8:15 pm.

Submitted by Harlan Bittner for Alan Hubbard, October 4.