



Minutes of the October 5th, 2016 DBC Board of Directors Meeting

PRESENT:

President: Phil Coleman

Treasurer: Wil Uecker

Secretary: Jack Berger

Race Team Director: Fred Schnaars

Philanthropy Director: Jackie Phillips

Tour and Ride Director: Dave Joshel

Director-at-Large, Double Century: Robin Neuman

Director-at-Large, Foxy's Fall Century: Richard Waters

Members Absent:

Vice President: Barbara Anderson

Membership Director: Jason Fearing

Director-at-Large, Ultra Cycling Events: Dan Shadoan

Newsletter/Outreach director: Martha Gegan

Also Present:

- **John Whitehead**
- **Kathy Coleman**
- **Darell Dickey**

Meeting Convened at Tandem Properties at 7:02 PM

- Phil introduced the above guests, and circulated a written report from Ultra Cycling Events director Dan Shadoan.

Reports of Officers, Directors, and Appointees:

Secretary: Jack Berger

- Jack mentioned that he wants to be sure that all guests who attend board meetings be aware that the meetings are recorded.
- He will send out information to this effect both in the minutes and in a separate email message via the DBC listserv.

Treasurer: Wil Uecker

- Wil solicited input for the 2017 budget from the directors and officers with budgetary responsibilities.
- Up until the time of the executive committee meeting (for assembling next year's budget), last year's numbers will be used as defaults.
- Phil urged all directors to communicate any budgetary changes to Wil as soon as possible.
- Phil emphasized that this preliminary budget will be a prediction of our revenue and expenses for next year, and will be subject to change going forward.

Director-at-Large, Foxy's Fall Century: Richard Waters

- Rick mentioned that we still need more volunteers. The morning shift at Lake Solano is short, and we are also short about 7 corner marshals.
- Fred reported that Race Team volunteers will cover the kitchen duties.
- Current registrations stand just short of 1500 riders.

Director-at-Large, Ultra Cycling Events: Dan Shadoan

- Dan was not present at the meeting, but emailed in a written report which is summarized here:
 - The RUSA Dart took place last Saturday and included 13 teams of five members each, from all over Northern California.
 - Each started at a different location, but all converged on Davis, covering the required distance in the allotted time.
 - Dan thanked Eric Senter for organizing the event, and also volunteers Russ, Toni, and Will Kanz, Deb Banks, and Mark Behning.
 - On Saturday, October 29 there will be a 200k event from Davis to Atlas Peak, as well as a 100k from Davis to Moskowitz Corners.
 - Planning is underway for the DBC Gold Rush 1200K event to take place next July. An organizational meeting will occur at the end of October.
 - Dan is preparing his budget for the next season.

President: Phil Coleman

- Phil introduced John Whitehead. John gave a report about a small victory for bike advocacy.
- John reported that in 2010 the club was contacted by a Yolo County Superior Court judge requesting input on bike parking for the new Courthouse.
- John responded with recommendations to use the Lighting Bolt racks, and have the racks in a highly visible location. These recommendations were later incorporated at the new Courthouse venue.
- John's wife Anne received a jury summons recently, along with instructions for Juror parking, but there was no mention of bike parking.
- John emailed the judge again, detailing this omission. The judge responded promptly, affirming that this oversight would be corrected.
- John also copied in Maria Tebbutt of the Woodland Bike Campaign, who had her own contact in the Courthouse. Maria's contact also confirmed that the change would be made.

- John would like to hear from the first DBC member who receives a jury duty notice that includes instructions for bike parking.

Old Business:

Update on Lifetime Achievement Award:

- Robin requested that the discussion be deferred until the board can meet in executive session.

New Business:

California Seller's Permit for DBC:

- Upon taking over the Foxy's Fall Century last year, Rick realized that we were not fully compliant with state law regarding our handling of sales tax. DBC needs an official seller's number and needs to register with the Board of Equalization in order to properly handle DBC merchandise sales.
- Goods are sold by DBC in conjunction with the Foxy's Fall Century, the July 4th Criterium, and to a minor extent, the Davis Double Century (last year's T-shirts).
- Rick suggests that we obtain a blanket permit for the DBC rather than permits for individual events. Once we have our seller's number, we will be responsible for collecting and remitting sales tax, rather than paying the tax to our wholesale vendors as is our current practice.
- In addition, sales tax returns will have to be filed quarterly.
- Phil summarized that these are legal requirements and do not require formal action by the board. He suggests that the event directors (that involve sales) meet with the treasurer to set up the processes. This was agreeable to the board.

Bicycle Theft Abatement Program:

Technical Aspects, Darell Dickey:

- Darell introduced the topic by pointing out that our usual preoccupation with bike locks and locking bikes does nothing to put a dent in the overall problem of bike thievery. The best that can be hoped for by using very expensive or multiple locks is to shift the thieves' attention to a less-secure bike, and bike theft, as a criminal enterprise, continues unabated.
- The bait bike program has certainly caught a few bad actors, but is too expensive for a sufficiently broad application to mount any sort of effective deterrence.
- While there are a number of expensive tracking systems that will help recover an individual bike, these will also never have a broad enough application to improve the overall situation.
- Darell's proposed solution is to use a limited range Bluetooth tracking device that is inexpensive enough to be used on a wide spread basis.
- Darell has investigated all of the currently available devices of this type, and is most favorably impressed by the offerings of thetileapp.com. See appendix #1.
- This is a fairly short-range device intended for use with a smartphone to locate misplaced keys, wallets, etc. However it has a very significant advantage in networking ability.

- Anyone carrying a smartphone with the app installed and Bluetooth turned on, can, without taking any specific action (or even being aware of the proceedings), be an extension of the victim's phone in searching for a lost item which has the tile (tracker) attached.
- Thus, if a community were to have a large number of bikes with a tracker installed, and a large number of smartphones with the app installed, there is a vastly improved chance of locating a stolen bike as long as it remains in the local area. This is a crowdsourced project that will become more and more effective as more people participate.
- Here is how it works: You notice your bike (with tracker) is missing. You open the tile app on your smartphone and report that your tile (tracker) is lost. A signal is broadcast out to all smartphones that have the tile app. If one of these is within range of your lost tracker, the information will be sent back to you, appearing as a dot on a mapping utility. At that point, you can investigate yourself or call the police as circumstances and safety dictate.
- Just to be clear: The phone that actually locates your missing tracking tile does so automatically, without disturbing the phone's owner.
- The power of this technology lies not only in its potential recovery effectiveness, but also in its deterrence value. Once it is known that a very substantial fraction of the bikes and smartphones in a community are part of the network, all these bikes become, in effect, "bait bikes".

Administrative Aspects, Phil Coleman:

- After learning about this from Darell, Phil has developed a great interest in getting the Bike Club involved in promulgating this technology.
- Phil suggests using the same mindset that we have with regard to helmet distribution, and apply it to our bike theft abatement program.
- In the helmet program, we purchase an item to give to others. We also take time for a personal interaction with the recipient (the fitting). This creates a positive image of the DBC in the community.
- We can apply this same paradigm to tracker (tile) distribution. We can acquire a large quantity of tiles at a small cost. We put on a large publicity campaign, and organize events at which DBC members help install tiles on any bike of any value. We will have DBC members trained to do this. We can also help the recipients download the tile app.
- Phil has a potential catch phrase for the publicity effort: "Welcome to Davis, the City of 1000 Bait Bikes".
- Phil offered a proposed motion as follows:
 - Creation of a program, "Bike Theft Abatement Program."
 - Board approve the sum of \$500.00 toward purchase of tracker devices.
 - Board Members to receive monthly written reports on progress and development of tracker devices being given to Davis area cyclists.

Discussion followed:

- The retail cost of a tracker is about 17 dollars apiece. Each has a sealed battery and is to be turned in at the end of a year, at which time you may purchase a replacement tile, at substantially reduced cost.
- Darell expressed the hope that with enough interest, a "bike specific" tracker could be developed by the company.

- Phil speculated that many if not most DBC members would buy their tiles on the market, rather than using the club's supply, thus allowing greater reach for the club's program.
- Phil's motion was favorably received by the board. A suggestion was made to increase the funding level up to \$1000.00.
- A final motion was made, identical to the motion above, with the substitution of \$1000.00 for the original amount of \$500.00. The motion was seconded by Jackie.
- Motion passed unanimously.

Adjournment: meeting adjourned at 8:10 pm.

Respectfully submitted,

Jack Berger
Secretary, DBC Board of Directors.

Next membership meeting: Monday, October 10th, 7pm, Club Room, Vets Memorial Building, Davis, Ca.

Next Board meeting: Monday, November 7th, 7pm, Tandem Properties, 3500 Anderson Road, Davis, Ca.

Appendix #1

Darell prefers using the product offered as "the tile" for the principal reason that they have the biggest user base at this time, and the size of the user base makes a tremendous difference in the ability to locate a stolen bike. At the present time, the various brands of Bluetooth tracking devices do not "talk" to each other, so we need to make a commitment to one provider. Darell hopes that all the providers will, in the future, use a common communication network, and compete on features and cost alone.

Here is the web address of the vendor: <https://www.thetileapp.com/>

This is a link to a video that explains the functionality of the system. Note that the technology is not bike specific. <https://www.thetileapp.com/how-it-works>

Other video on the site makes the point that the tile has better range than at least one other competitive product.