



Minutes of the June 6th, 2015 DBC Board of Directors Meeting

PRESENT:

President: Phil Coleman

Vice President: Barbara Anderson

Treasurer: Wil Uecker

Secretary: Jack Berger

Race Team Director: Fred Schnaars

Philanthropy Director: Jackie Phillips

Membership Director: Jason Fearing

Director-at-Large, Double Century: Robin Neuman

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

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

Members Absent:

Tour and Ride Director: Dave Joshel

Newsletter/Outreach director: Martha Gegan

Also Present:

- **Darell Dickey, sartorial officer**
- **Ellen Winder**
- **Russ Kanz, Atac Tuli, and Jim Pavalichek, Race team**
- **Mary James, past board member**
- **John Hess, past board member**
- **Scott Alumbaugh, Double Century Co-director**
- **Robert and Pat Gonzalez**

Meeting Convened at Tandem Properties at 7:03 PM

Reports of Officers, Directors, and Appointees (as needed)

Treasurer: Wil Uecker

- Wil announced that Marnelle Gleason has been approved as back up treasurer, and that this will soon be reflected on the DBC web site.
- Linda Bernheim has agreed to be the independent reviewer for the club's financial statements. This process will take place in the fall. She has experience in this function from her work with other organizations.

- Wil noted that the by-laws require an independent review, but there is no requirement that the review be conducted by a professional accountant.
- Wil mentioned that were the independent review to be conducted by a professional accountant, it may require a change in the wording of the by-laws to mitigate legal liability.
- Wil reports that Marnelle will take over as treasurer from the middle of June until the middle of July while he is out of the country.

Director-at-Large, Double Century: Robin Neuman

- The final cost accounting for the 2016 Double Century is not yet complete due to a few outstanding charges.
- We had 550 registered riders with 60 no-shows. Of the 490 cyclists who started the ride we had no more than the usual expected number of DNFs. The DNFs were due to the typical physical complaints, none of them of a serious nature.
- The weather was challenging, but the riders were experienced and took the wind and rain in stride.
- In comparison with last year, this was a safe Double Century.
- Rest stop captains' input has been incorporated into the 2017 Double Century plans. The food list reflects the comments from the rest stop captains.
- Of 150 returned rider surveys, almost all were outstandingly laudatory for the selection of the course, course directions, markings, and sag support. We received extreme compliments for the warmth and support from all of our volunteers from start to finish.
- Scott and I have started on the planning of the 2017 Double Century. We have started the process with Napa County and the City of Davis, and are working on hotel reservations.
- The 2017 route will hinge on road construction on State Route 16, which is due to begin in August 2016.
- Robin expresses her special thanks to Scott Alumbaugh and the Double Century Committee, as well as to all the DBC and non-DBC volunteers.
- Robin noted that non DBC volunteers include family members and friends of riders, as well as those needing Triple Crown volunteer hours.
- Scott and Robin reviewed the new restrictions required by Napa County. They feel that the 2017 Double Century will proceed in spite of these.
- The Board expressed its gratitude to Robin and Scott for their leadership in putting on the 2016 Double Century.

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

- Dan reports that the 600K brevet occurs this coming weekend. The turnaround will be at Antelope Lake in the Feather River canyon. The number of entries is low compared to last year, when we had 55 riders. This year we may get 20.
- The reason for the fall-off in ridership is unclear, but it is clear that the cost per rider has gone up.
- In response to a question from Wil, Dan reported that no payments will be made to American Specialty, and that all the brevet insurance coverage will be through RUSA, at much less expense.

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

- Rick reports that plans for the Foxy's Fall Century are proceeding.
- Registration for the Foxy's Fall Century opened June 1st, and 48 riders were registered at last count.

Philanthropy Director: Jackie Phillips

- Jackie proposed putting together a group of DBC riders to participate in a Cystic Fibrosis charity ride, scheduled for the week prior to the Foxy's Fall Century. She felt this ride may appeal to those who are volunteering for the Fall Century.
- The Club has a practice of supporting riders in achieving their fund raising goals, with contributions of \$75.00 paid directly to the charity from the club's philanthropy funds.
- Rick pointed out that this will not interfere with the Foxy's worker's ride, which traditionally takes place the week after the Fall Century.

Race Team Director: Fred Schnaars

- Planning and permitting for the July 4th Criterium is underway.
- This will be the 40th annual edition of this event, making it one of the longest standing Criteriums in the area.
- We had two masters racers attend the Masters Nationals. Jan Elsbach finished 12th out of 88 riders in the 55-59 road race.
- John Elgart, our 70-74-year age group racer, finished first among 21 riders in the road race, but unfortunately crashed in the Criterium. He is back on his bike with healing fractures.
- Linda Elgart finished 7th in the Women's 60-64 Road Race, and 2nd in the Women's 60-64 Criterium. (see addendum 1)

Unfinished Business:

Lifetime Achievement Award Criteria:

- Wil suggested simplifying the criteria down to two items: the candidate has decade or more of extensive volunteering for the club and the candidate is known for the quality and reliability of their work.
- Jack supported using Wil's two criteria for selecting nominees, allowing that other criteria may be brought to bear during committee deliberations.
- A motion was made by Wil regarding Criteria for the Lifetime Achievement Award: He moved that the candidate have a decade or more history of extensive volunteering for the club, and the candidate is known for the quality and reliability of his or her volunteer work, and the candidate should not currently be serving on the Board of Directors.
- Motion seconded by Barb. Motion passed unanimously.
- The board discussed various aspects of the administration of these awards such as:
 - How many awards per year?
 - Should there be a fixed number or a fraction of the nominees?
 - What will be the composition of the committee?
 - Should the age/volume of the nominees be taken into account?
- Barb suggested a two-step process: First, solicit nominees from the membership (not the listserv), and second, set up a committee of a few people, board and non-board, to evaluate the nominees and make recommendations to the board.
- Phil suggested that a volunteer from the board take on the task of setting up a written procedure that the board could vote on. (e.g. specifics on a nominating committee).
- Barb volunteered to take on the task of setting up a suggested process for the board to consider.
- Jack volunteered to compose a message to the membership soliciting nominees and also agreed to collect the responses for the proposed committee to consider. He will ask for a brief statement of support for nominees and will set a deadline of September 1, 2016.
- A discussion of lifetime membership for award recipients was undertaken.

New Business:

Ride of Silence:

- Ellen Winder thanked the board for supporting the Ride of Silence.
- The ride had 50 participants this year.
- The police escort did a really good job this year of controlling the traffic and intersections.
- Total expenses for the event were \$580.00, mostly for the police escort. Grants and other fundraising covered all but \$290.00, which is all the club will need to finance.
- Ellen thanked the many DBC members who showed up and helped put on the ride.

Club relationships with Local Bike Shops:

- Phil introduced this topic, noting that the Club has a very peculiar relationship with our local bike shops: While we are appreciative of the fact that the shops send out bike mechanics to our various events, we prohibit our supportive local shops from having their wares or services announced via the DBC listserv or website.
- The reasoning for that is that we wish to keep our listserv for the membership only, and do not wish to see commercials and/or advertising there.
- This presents a dilemma in that we are not able to reciprocate for the good deeds and services we receive from our local bike shops.
- Darell presented a compromise position to partially resolve this dilemma: He suggests we have a location on the website where information supplied by the shops may be accessed. This would allow users of the site to seek out this information if/when they choose to do so, and would not amount to “in your face” advertising.
- Jason pointed out that while offering website space to local shops may be a good idea, the amount of traffic our website sees is very small and the net benefit to the shops will likely be trivial. He questions whether the website really serves any function beyond the ride/event calendar.
- Visits to the website peak around specific DBC events, so it may make sense to focus our partnering with the local shops around the timing of the major DBC events.
- In summary, Jason feels that having a “standing component” of a sponsor’s corner is appropriate, but we also need to look at ways we can maximize the shop’s exposure with carefully timed promotions.
- The board encouraged Jason to pursue this strategy with our affiliated bike shops.
- In addition, Jason reviewed technical and financial aspects of Facebook, pointing out that the club would have to pay Facebook to effectively advertise its events (or sponsors) in that medium.

Date for next Board Meeting

- The next board meeting would normally fall on the 4th of July. After discussion, the meeting was moved to Monday, July 18th. (see addendum 1 at end of these minutes).

DBC Race Team Presentation:

Phil, with the assistance of Mary James, made a Powerpoint presentation concerning the relationship between the DBC Race Team and the DBC.

History

- Traditionally the Race Team supports the DBC events with volunteer hours in exchange for up to a \$12,000.00 subsidy from the club.
- Race Team support for DBC events over the years have varied, due to several reasons.

- Reasons include Race Team membership numbers, which are low right now.
- An important factor is the ability and longevity of the Race Team Director.
- The position of Race Team Director is not desirable as it involves an ongoing need to beg, plead and cajole Race Team membership into volunteering for DBC events.
- So far, there has been no organized effort to correct the current process.

Issues

- First, Phil mentioned he is totally convinced that the Race Team Leadership wants to support the DBC. It is a question of process...why is it not working effectively?
- It turns out that 85% of the Race Team membership is independently funded and therefore immune from any economic pressure from the club.
- The DBC General Membership has a rich volunteer culture of long duration.
- Race Team membership is much more transient.
- Race Team loyalty is concentrated mostly toward the team. Their identification with the larger DBC membership is much less or absent.

Solutions

- Develop within and outside of the Race Team itself a greater sense of involvement and belonging with the general membership.
- Foster a “peer pressure” within the Race Team members to promote a greater positive image within the General Membership.
- Future plans might include joint board meetings.
- Take advantage of the fact that the Race Team is a team. Phil will elaborate on this later.
- Jason suggests the possibility of engaging the Race Team by supporting their recurring rides with drinks and food.
- Phil commented that he would like to see a process related solution to secure volunteers (both within the Race Team and the General Membership) that avoids the need for last minute begging.

Adjournment: meeting adjourned at 8:47 pm
Respectfully submitted,

Jack Berger
 Secretary, DBC Board of Directors.

Next membership meeting: Monday, July 11th, 7pm, Club Room, Veterans Memorial Building, Davis Ca., Davis Ca.

Next Board meeting: Tuesday, July 19th, 7pm, Tandem Properties, 3500 Anderson Road, Davis, Ca.

Addendum 1: At the USA Cycling Road Nationals Day 4, Linda and her tandem mate took first place in the Women's Master 90+ (combined ages) Tandem event!

Addendum 2: the meeting date for the next Board of Directors meeting was later moved to Tuesday, July 19th.