# Velo Club Monterey Board Meeting Minutes – 5/20/20
# Via Zoom Conference Call

**Present:** President Mark Kaufmann, VP Chris Swainson, Treasurer Jack McKenna, Members-at-Large Suzanne Kroese and Tom Rolander, Secretary Keely Clifford

1. **Call to Order** – Mark called the meeting to order at 7:02.
2. **Announcements –** There were none.
3. **Minutes of last meeting approval -** Minutes from 3/10 Board meeting were unanimously approved.
4. **Treasury Report – Jack**
   a. **Reports approval:** March and April Treasury reports were unanimously approved.
   b. **Fiscal Year Change & Tax Report:** Recently finished our "short" tax year of January 1-March 31, 2020. Sent tax paperwork in to finish this short tax year.
   c. **Updated Budget discussion on new April-March Fiscal Year:** Started our new fiscal year of April 1, 2020 – March 31, 2021. Member dues are our biggest source of income and the Holiday Party is the biggest expenditure. We still don't know if Sea Otter will happen. VCM has about $8000 in bank account. It costs about $1500/year in fixed costs to keep the Club going.
5. **Membership Report – Chris**
   a. We have 147 members. Board discussed need for prior members to rejoin to help bring our total membership closer to our end of last year figure of 200 members.
   b. Discussed how to engage current members in this COVID-19 era and how to encourage new members to join, all without organized group rides. Tom discussed NYT article that noted bike sales are way up and how popular cycling has become. How do we capitalize on this new cycling enthusiasm and gain new members?
   c. Created "Action Group" – Tom, Chris and Keely will find out what other clubs (like Almaden and Santa Cruz Bike Clubs) are doing to better engage existing members and gain new members.
   d. Tom led a discussion about creating a flyer targeting new, local cyclists (not visitors from out of town) by offering free guided bikes rides led by experienced VCM cycling guides, TBD. The Flyers would be displayed at local bike shops. Need to get bike shop buy-in.

6. **TAMC Report –** Nothing to report.
7. **Old Business**
    a. **VCM Clothing -** just arrived at Mark's house, he will distribute items directly to members.
    b. **Highway 1 Bike Path Cleanup Date –** Cancelled until further notice.
    c. **VCM Twilight Cycling Date:** Scheduled on Wed., June 10, 5:30pm, will likely be cancelled. Laguna Seca has new management.
    d. **Outreach to non-renewing members** – Mark will write an email reminding lapsed members to pay and re-join.
    e. **VCM Membership online update –** Tom said it should be ready by November.
    f. **News from Gary Feldstein on Cycling Training** - Chris emailed Gary, haven't heard back from him.

8. **New Business**
    1. **Impact of Covid 19 on Club**
        a. **Group Rides –** can't have group rides now, maybe not until after winter?
        b. **Movie Nights** – tried one virtual movie, it was OK
        c. **Pie Ride** – May 25 (cancelled)
        d. **Laguna Seca Twilight Ride** – June 10 will probably be cancelled
        e. **Bocce Ball** – scheduled for June 28, but is cancelled
        f. **Summer Picnic** – scheduled for August 2, is cancelled
        g. **A Day Out to Fight Crime -** City of Marina Police Event (cancelled)
    2. **Succession Planning for the VCM Board —** Mark and Chris both will have served the maximum of 5 years in their respective roles come December 2020. The Velo Club Monterey 2017 Bylaws state that, "A board member may not serve more than five (5) consecutive terms of office." Given that the term limits in the 2017 Bylaws are not retroactive, both Mark and Chris are eligible for one more year. Tom recommended that Chris be considered for the position of VCM President for 2021. It would be a lot better to stagger vacancies on the Board than to have both depart at once. Tom discussed how Big Sur does a Rolling succession: 2 years as vice-chair; 2 years as chair then 2 years as past chair. Other discussions, we will re-visit in next few months.
9. **Next Board Meeting Dates**
    1. Agreed to July 15

**10. Meeting Ended at 8:40pm**