Velo Club Monterey Board Meeting Minutes – 7/15/20 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 7:04.
2. **Announcements –** There were none.
3. **Minutes of last meeting approval -** Minutes from 5/20 Board meeting were unanimously approved.
4. **Treasury Report – Jack**
   a. **Reports approval:** May and June Treasury reports were unanimously approved.
   b. **Impact on Sea Otter Cancellation to Annual Budget:** Since this event has been canceled, we will no longer receive the $700 we usually earn from working this event.
   c. **VCM Budget:** We have about $5500 in our checking account. Our yearly fixed costs are approximately $1700, mostly for insurance to keep the Club going.
5. **Membership Report – Chris**
   a. We have 153 members, the lowest since 2016. This number is relatively low, but still pretty good considering Covid. There are approximately 40 members from last year who did not renew their membership this year. Board discussed offering lower membership fees for next year; we will continue discussion and then vote on this idea during September Board meeting.
   b. Chris offered to help with brochure re-design next year. He estimated it would cost about $350 to re-print the newly designed brochures.
6. **TAMC Report –** Nothing to report.
7. **Old Business**
   a. **VCM Twilight Cycling Date now moved to September 8:** Just received notice that event is canceled.
   b. **Bike Guide Program Status (Tom)**: Discussed program at length. We decided that although now is a perfect time to offer this program, we should not because of Covid safety concerns. We will keep this program in mind and work to offer it next year, or when Covid concerns are abated.
   c. **Succession Planning for the Board:** We have 6 members on the Board, including 2 Members at Large (Suzanne & Tom). Mark's five

year term on the board is ending in December. Suzanne finishes her 5-year stint as a Member at Large at end of 2021. Replacements need to be identified. Ideally an incoming Member at Large would be interested in becoming an officer of the Club (President, VP, Treasurer or Secretary). Tom proposed Patrick Tregenza as a possible member to join the board in 2021.

8. New Business

1. Strava VCM Club Plans (Tom): Strava was created in 2009 and is a very popular app used by cyclists. It is motivating for many cyclists and is an excellent way to connect with VCM members and other cyclists. The Strava Leader Board is especially popular and encourages cyclists to do their best. It is an excellent way to connect, especially during Covid. The VCM Strava Club has been an "open" club, meaning anyone can join it. We discussed the advantages of changing it to a "closed" Stava club so perspective users would need to join VCM before joining our Strava Club. We voted unanimously to change the VCM Strava Club to a closed club requiring VCM membership. The VCM Strava Club creator, a Navy officer formerly stationed in Monterey, would receive lifetime membership in the VCM Strava Club. Tom will write a letter that Mark will forward to VCM members notifying them of the change to a closed club, requiring VCM membership. Tom will also handle all VCM Strava requests and note this change on the VCM Face Book page.

2. Cycling Buddy Matching Program (Suzanne): Suzanne discussed creating a link to a Google doc that would help members find cycling companions who share similar cycling goals of distance, speed and elevation climbed. The VCM Face Book page could be used to notify members of this option. Chris said this idea reminded him of cycling magazines' classified ad sections where members who were looking for cyclists to cycle across country etc. would post.

3. Committee Development (Mark): We discussed the need to engage other members to help with the work needed to run the various VCM events. We must stop having the same few people do all the work. Tom recommended having Standing and Ad Hoc Committees, lead by a Board member, in charge of specific events. Board will continue discussing this at the September meeting.

4. Other New Business (Mark): Mark would like to have in place a Policy Operations Manual before he leaves the Board. This manual

would give needed guidance, details and recommendations about how best to run the various VCM activities and events.

9. Next Board Meeting: September 16th at 7pm

Meeting Ended at 8:32pm