

June 2022 Board Meeting Minutes

-Submitted by Patty Koel, Club Secretary

Date: Wednesday, June 8, 2022

Time: Dinner/social: 6:30 pm; Meeting: 7:00 pm

Location: Zoom

Call to Order at 7:00 pm

Board Members Present: David Schorow, Peggy George, Patty Koel, Guy Shuman, Vern Tucker, Fran Williams, Randall Braun, Mike Rissi, Vito Mazzarino, Bill Sherwin, and Cathy Switzer. Absent: Jean Symons.

Sequoia Team Captains Present: Mona Schorow (Volunteer Recruiting), Bert Nelson (Registration Onsite), Judy DeFranco (Foothill Parking & Traffic), Russ Hull (Foothill onsite manager), Paul Wendt (Bike Corral), Connie Jorgensen (Finish Area Festivities & Food), Brian Kaplan (Food Chairperson), Lisa & Jim Burque (Loma Mar Rest Stop), Daphne Cheng and Wasi Wahid (Bike Hut Rest Stop), Eban Haber (SAG), Bob DeFranco (HAM Radio).

Note that a few Team Captains were not able to attend and some Board members were also Team Captains.

The June Board meeting was entirely devoted to receiving updates from Sequoia Team Captains. Many Team Captains submitted written reports before the meeting. The following notes are the highlights from both written and oral reports of those Team Captains who were present.

- **David - Overview.** David thanked the Sequoia Team Captains for the remarkable success of The Sequoia this year and for attending the Board meeting and presenting their reports. David presented the following statistics as an overview: 738 registered riders; 3 full Rest Stops and 1 water/bathroom stop; Staffing included 30 Volunteer Captains, and 182 Volunteers; 4 mailchimp mailings were sent to over 3,000 previous participants. We have received lots of positive feedback from riders. David will consolidate into a Google document the notes from oral and written reports from the Team Captains..
- **Randall Braun - Sequoia Chair.** Randall was pleased with the success of The Sequoia, and expressed his appreciation to the Team Captains.
- **Vito - Sequoia Website and Online Event Registration.** The Wild Apricot platform was successful in presenting The Sequoia and attracting riders. Wild Apricot and MailChimp were effective messaging tools. Mona did a great job filling volunteer positions. Vito recommended that we should start The Sequoia web work and open registration earlier.
- **Patty - Online Registration and Jerseys.** Patty thought that Voler was a great vendor to work with. Over 710 jerseys had been ordered, with one more order to come. Patty noted the very

commendable work of Vito, and suggested a few ideas to distribute the workload more equitably and other topics to review for next year.

- **Mona - Volunteer Recruiting.** Mona reported that all jobs were filled, although a few were not filled until the week of the ride. Removing the free membership or ride discount for volunteer incentives was not a show stopper. Mona outlined a few best practices that included personal emails, Flat Tyre articles, webpage update of volunteer team names and email blasts to Western Wheeler members.
- **Bert - Registration Check-ins.** Bert reported that we had 100 no-shows, and 635 cyclists riding. 400 cyclists checked in on Saturday. Bert recommended that a large sign at Foothill be put up to show where the bathroom is located. Bert mentioned that there were technical issues with the check in process and recommended that the process be reviewed and improved for next year.
- **Judy - Foothill Parking & Traffic.** Judy reported that parking went very smoothly overall. Judy recommended improved signage in some locations.
- **Russ - Foothill Onsite Manager.** Russ reported that the new location for start and finish flowed well and that his group had the right number of volunteers. Russ identified additional equipment resources he would like to use next year.
- **Paul - Bike Corral.** Paul reported that mostly things went extremely well, and he complimented his diligent workers who did a great job. Paul's recommendation for next year was that the bike corral be made large enough to house at least 15 bike racks.
- **Peggy - Chocolate Milk Distribution.** Peggy reported that people were very happy with the cold chocolate milk, and that her volunteers were very enthusiastic. Her recommendation for next year is to order more chocolate milk (perhaps as much as one chocolate milk for each checked in rider), because this year they ran out at 5pm.
- **Connie - Finish Area Festivities & Food.** Connie reported that we had really good vendors and that riders enjoyed and lingered around the finish line festivities. She heard positive comments about the DJ. Detailed notes were left on what items and food should be ordered in larger or smaller quantities. Overall, although we had enough food, she would recommend a larger safety margin.
- **Guy - Transportation and Distribution.** Friday's van loading went well overall. Guy recommends that next time, someone inventories the supplies needed by rest stops. Guy rented a smaller truck (15' bed) but recommends returning to the larger truck (24' bed) next time. Sunday receipt of items from the rest stops and breakdown of equipment at Foothill went well. Monday's job of restocking the Cupertino locker went well, but was complicated by Sunday's weather - the canopies needed to be opened and dried out and re-packed.
- **Brian - Food Chairperson.** Brian presented three top-line goals that were met: 1) develop deeper relationships with local vendors, 2) reduce logistics of managing numerous rest-stops, and 3)

provide fresh and differentiated food choices to delight riders. While overall, the rest stops were overwhelmingly successful, a few suggestions were made.

- **Lisa and Jim Burke - Loma Mar Rest Stop.** Lisa and Jim reported that overall the Loma Mar site and people were wonderful to work with. Recommendations for modifying the hours of operation and corresponding set up time were suggested. Lisa also noted additional equipment and signage needs.
- **Daphne Cheng and Wasi Wahid - Bike Hut Rest Stop.** Daphne and Wasi reported that they had wonderful volunteers, and well received food offerings, and that they appreciated the support they received from Lisa and Jim. Notes were provided on which foods were the more and less popular.
- **Eben Haber - SAG.** Eben reported that he had 14 SAG drivers, and at least 26 riders were transported by SAG. Suggestions were made with respect to increasing rider safety, handling volunteer signups, offering more water and a porta potty at Tunitas/Skyline, SAG signage, stocking SAG vehicles with inner tubes.
- **Bob Defranco - HAM Radio.** Bob reported that radio operators were located at Foothill College, Loma Mar Store, Bike Hut, and Woodside. Most of the radio communications were with SAG vehicles.

The meeting adjourned at 9:10 pm.