

# July 2022 Board Meeting Minutes

-Submitted by Patty Koel, Club Secretary

**Date:** Wednesday, July 13, 2022

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

**Location:** Willow Room, Mountain View Community Center, 201 S. Rengstorff Avenue

## Call to Order at 7:01 pm

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

## Standing Items

- Date of next Board meeting - August 10, 2022
- Location of next Board meeting - Zoom
- Food Wrangler - N/A
- The May 2022 and June 2022 Board meeting minutes were unanimously approved.

## New Business and Area Lead Updates:

- **Randall—Sequoia:** Randall's final impressions on The Sequoia 2022 were that despite the unexpected weather, the energy and spirits were high, and the Team Captains performances were outstanding and that overall The Sequoia 2022 was amazing. Our Food Captain, who implemented a new food acquisition program, and our SAG and Radio volunteers, who dealt with a high activity level, were particularly commended.
- **Mike—Treasure:** Mike shared a report on the club's financial condition and a more detailed report specifically on Sequoia. Although this year's Sequoia appears to have had the highest revenue on record compared to prior years, its net profits appear to be lower than usual even with a few final invoices not yet received. It was noted that on a per rider basis our contribution to charities will be much higher than in prior years. It was also noted that this year's registration fees were not increased enough to cover the actual cost of the jersey. Overall, our cash reserves are decreasing more quickly than had previously been expected for two primary reasons: the increased cost for picnics and parties due to inflation and the lower expected contribution of the Sequoia net profits to the club.
- **Vito—Sequoia Survey Results.** Vito shared results from two sources: Sequoia registration answers from about 740 registered riders and the 143 responses to a google post-ride survey. A couple insights gained were that most riders live nearby and several have ridden The Sequoia for multiple years. Ninety percent of riders live within 90 miles of Los Altos. The top five reported reasons for riding The Sequoia in order of frequency were the challenge, the scenery, to ride with friends, to donate to charity and to enjoy the rest stops. While most felt that the fee was reasonable, the highest negativity was that the jersey was required with the registration.
- **Cathy—WWBC Logo.** Cathy reviewed our logo objectives and considerations so far. She presented the final eight logo choices to the Board. The Board chose its favorite logo and voted to officially adopt it. Cathy will present a launch plan for the new logo at a future meeting.

- **Bill—Skills.** Skills classes for 101 and 201 have been filling quickly. Our 2022 budget to partially support the cost of the skills class for our members will be used for four more classes including the next two classes planned in August. More classes will be offered in 2023. Bill is also exploring the possibility of offering free bicycle maintenance classes through the Sports Basement.
- **Membership Fees.** Although the Board felt there wasn't enough time to fully discuss potentially raising our membership fees in the meeting time remaining, a few thoughts and ideas were exchanged. The Board agreed to resume the discussion at a future meeting.
- **Fran—Events.** Fran will soon send out an email recruiting volunteers for our Ice Cream Social on July 24. Other upcoming events for the year are the July 20 Blood Drive, a Ride Leader's picnic on August 21, the Oktoberfest on October 9, and the Holiday Party at Michaels on December 11. While looking at the club calendar, Bill noted that the Fall Fun series will start on September 24.
- **Vern—Membership.** Our membership total is at 1060. Cathy reported that she has heard from some potential members that they are having difficulty signing up or renewing their membership. The issue seems to be related to difficulty using our website and paying with PayPal.
- **David—Bike Hut and Ben Lefkowitz.** David reported that the Bike Hut was very pleased with our Gold level sponsorship. Our logo is prominent on the 2022 Bike Hut Classic tee-shirt. Also, David reported that a dedication and plaque for Ben Lefkowitz occurred recently at the new bike bridge in Palo Alto near Adobe Creek. Six Western Wheelers were in attendance.

There were no other updates by Board members.

The meeting adjourned at 9:06 pm.