

October 2023 Board Meeting Minutes

-Submitted by Gloria Kreitman, WWBC Secretary

Date: Wednesday, October 10, 2023

Time: Social: 6:30 pm; Meeting: 7:00 pm

Location: Zoom

Call to Order at 7:03 pm

Present: Randall Braun, Peggy George, Brian Kaplan, Gloria Kreitman, Vito Mazzarino, David Schorow, Guy Shuman, Cathy Switzer, Jean Symons, Vern Tucker and Fran Williams

Absent: Mike Rissi

Guest: Jonathan Penn

Standing Items

- Date of next meeting—November 15 (not second Wednesday)
- Location of next meeting—Mtn View Community Center
- Food Wrangler—Gloria
- Approve the previous minutes—the August 2023 minutes were unanimously approved (no Board meeting in September)

New Business and Area Lead Updates:

- **Randall, Brian—Plans for 2024 Sequoia:** There have been discussions within the club whether a traditional ride event with paid registration can still be successful given recent experiences with the pandemic, demographic changes, rainy weather, and road closures. Some club members believe that it's time to move away from this format into something new. In September 2023 the Sequoia steering committee, consisting of Randall Braun, Russ Hull, Brian Kaplan, Gloria Kreitman, and Vito Mazzarino, met to discuss a new multi-day cycling celebration event as a possible alternative to the club's traditional one day Sequoia event. Though not unanimous, the steering committee recommended continuing with a traditional one-day event.

Prior to this month's Board meeting David surveyed local Bay Area bike clubs on how their annual ride events are doing based on: achieving the target number of paid registrants, generating expected income, and garnering support needed from club volunteers. The survey results are encouraging. After reviewing the findings and discussing the concerns, the Board accepted the Sequoia steering committee's recommendation to proceed with a traditional Sequoia on June 2, 2024. The Board asked the steering committee to consider ways to:

- mitigate risk (e.g. set pricing to encourage early registration, simplify the plan without significantly impacting rider experience, etc.)
- focus on marketing to attract paid participants (e.g. cross-promote the Sequoia with events from other clubs, etc.)
- explore ways to attract additional riders (e.g. add shorter/easier route)
- **David—Board Member Re-election Plans and Preliminary Election Planning:** The first election announcement email was distributed to club members in early October. Vito reported that the candidate webpage is ready to go live before the end of the month. Responsibilities for the 2024 Sequoia will be managed collaboratively by the five member steering committee consisting

of Russ Hull, Brian Kaplan, Gloria Kreitman, Vito Mazzarino, and Jenny Warila. The Board will not actively recruit to fill the position of Sequoia Chair in the upcoming Board election. David also reported that Tony Vecchiet will be taking on the role of Club Statistician from Eric Greer. Eric did a great job managing ride stats for the past 15 years.

Area Lead Updates

- **Guy—Ride Chair:** Guy reported that rides are going well. The Napa Valley LDT Weekend Trip was well attended. There are currently a total of 51 people signed up to attend some or all of the Solvang Sojourn this month. Our summer evening rides are coming to an end on 10/26.
- **Jean—Event Chair:** The Oktoberfest was a success again this year. Two hundred club members registered for the event. Guy managed a table to sell Sequoia/WWBC merchandise that we have on hand from prior years. Holiday Party menu planning is in progress. We plan to open registration in early November for the Holiday event which will be held at Michaels Restaurant at Shoreline. Jean requested Board feedback on the Holiday Party pricing prior to opening registration. She will email a summary of the costs and prices for this year compared with 2023 for the Board to review. Jean reported that she has successfully recruited a committee to support club events planning in 2024.
- **Peggy—Flat Tyre Editor:** Peggy reported that the publication of the Flat Tyre is running smoothly. She thanked Cathy Switzer and Mike Khaw for proofreading articles. The Board reviewed the current issue of the Flat Tyre during the meeting.
- **Vern—Membership Chair:** Vern reported that we had 22 new members join since August 9th, which brings the total number of members to 933. Vern reported that the content on our membership pages needs to be reworded to clarify that PayPal is the processor for credit card payments.
- **Vito—Webmaster:** Vito contacted Vicki and Ron about managing the Photo Contest during the month of November. Winners are announced at the Annual Holiday Party and General Meeting. Vito is focused on the election and Sequoia sections of the website.
- **Cathy—Training and Skills:** Cathy reported that the Skills Clinic offerings are being re-evaluated and right-sized for 2024. The last 101 session of this year was full.

There were no other updates by Board members.

The meeting adjourned at 9:01 pm.