

**Western Wheelers Board Meeting
March 14, 2018
Los Altos Hills Community Center, 26379 Fremont Road
Los Altos Hills, CA**

Call to Order: 7:07pm

Logistics

Next meeting: April 18 - Los Altos Hills Community Center, 26379 Fremont Rd, Los Altos Hills

Dinner: 6:30 pm. Meeting: 7 pm.

Location: Los Altos Hills Community Center, 26379 Fremont Road, Los Altos Hills.

Food wranglers: Robert Sexton and Cindy Asrir

Attendance

Present: Cindy Asrir, Randall Braun, Christine Fawcett, Mike Grobler, Adrienne Harber, Mike Rissi, Mona Schorow, Robert Sexton, Guy Shuman, Mindy Steiner, Vern Tucker and Dave Ziegler

Absent: Bill Sherwin

Treasurer

Mike Rissi reviewed the budget for 2018. No major issues to report.

Final Printed *Flat Tyre*

Dave Ziegler will edit the final printed *Flat Tyre*. Mona and Alan Wachtel will assist. Ricki will continue helping through this year, but we are looking for more people to join the *Flat Tyre* editorial staff, and there will be a statement to this effect in the April issue. If we aren't printing, layout should be simpler.

Some members have said that recently they didn't receive an email that the *Flat Tyre* was available online; Mona will work to figure this out.

Membership

Vern Tucker reviewed membership numbers. There are 999 members in the club, with 12 new members in March.

Guy Shuman mailed out 11 postcards to members whose memberships have lapsed.

This is an experiment to see if the actual receipt of a postcard would be more effective in getting people to renew than the standard email. None of the 11 renewed. Guy will send out more postcards to continue with his experiment.

Ride Chair Updates

Mindy proposed that the board approve the following changes recommended by the Ride Listing Committee. The board moved and approved the following:

- *The Flat Tyre will contain descriptions of repeating scheduled weekly rides and monthly rides without specific ride dates.*

- *The FT will contain a link to the online ride schedule.*
- *Ride deadlines will be removed upon transition to an electronic FT.*
- *Appointment of ride coordinators will be at the discretion of the Ride Chair.*
- *The electronic FT will continue to be available on the web in PDF format for printing.*

Mona will send an email to members with a link to the Flat Tyre.

Mindy proposed the following changes for how rides will be listed after the final printed Flat Tyre is mailed out: All rides will be submitted using the Ride Composer or sent via email. This is similar to our current impromptu system. The email to submit rides will be "addride@westernwheelers.org". Mona and Mindy will coordinate when this new email address will be operational. The word impromptu will be eliminated.

Robert suggested that ride leaders use a google group / mailing list for posting all rides. We agreed to not make this change at this time but will reconsider it in the future and figure out ways to archive rides.

As stated above: Appointment of ride coordinators will be at the discretion of the Ride Chair. Mindy will have a conversation with all of the current ride coordinators to discuss what their roles will be in the new ride listing system.

Mindy stated that with this new system the Ride Chair will need additional volunteers to receive the "addride" emails and to post the rides.

Mindy will send out weekly emails asking for ride leaders and informing the club of recently added rides and any upcoming changes to rides previously listed on the calendar.

The Board unanimously approved Mindy's Ride Chair suggestions.

Meetup

Mindy suggested that we do away with Meetup after our current subscription runs out in June --we have gotten no new members from the group in the last month, and with MeetUp's new format it has become frustrating to post rides. We have until June to make this decision and the board will revisit this issue in the future. This will be discussed at the next Ride Listing Committee Meeting.

First Aid Kits

Robert proposed that we set a cap of creating 50 first aid kits and get word out to members who have taken our first aid course or ride leaders so that they may request one for free. Adrienne will write up an article for the *Flat Tyre*, and Robert will send emails. Christine said that she would like help assembling the kits. We will wait to see what the demand is before buying materials. The board approved a maximum of \$600 for first aid kits.

Wild Apricot

Mona reported that Dick Blaine has cleaned the list of members, current and archived, plus those signed up for the Sequoia, thus keeping our membership under 2000, leading to a substantially reduced price on Wild Apricot. The board unanimously approved the agreement with Wild Apricot for this year.

Wild Apricot has a new iOS app that members can use for the WW website, but there is a problem with displaying recurring rides. This may be an excellent app for viewing contact info for members and checking upcoming events.

Website Facelift

Mona is still working with new themes for the website and making them more similar to our existing website. The new theme is likely to come out after The Sequoia.

Too many club members are currently authorized to modify the website. There have been a number of unexplained changes to files and web pages. Dick Blaine encountered some odd changes as well. Mona will be limiting the authorizations to modify website. If anyone needs additional access, it can be quickly granted as appropriate.

Events Chair

Cindy reported on various events (see calendar.) Spring picnic will be at Rengstorff Park, Sunday April 29. Cindy said that she would like the club to celebrate the 50th anniversary of Western Wheelers at the picnic, and she reported that Dick Blaine has lots of club memorabilia that he would like to showcase at the picnic.

REI San Carlos will also host an event called "Bikes, Wrenches, and Brews" on Friday, April 13. Cindy said that she will also send out an email about this to the club.

Other activities are in the works with REI including speakers, films and a possible Tour de France party in July.

Sequoia

Randall reported that volunteer positions are over half filled, and the four rides are just below 50% as of 3/23.

Early registration discounts ended on 3/1, now in Regular pricing, Late reg pricing starts on 5/1. The advert crew has delivered posters/fliers to over 100 bike shops all over the greater Bay Area and ride/event info to numerous websites and other outlets. Randall also distributed posters to multiple central CA REI locations. Routes in lengths from 20 to 50 miles for the "Sequoia Fiesta" in Pescadero on 6/9 were discussed also -- the plans include an early afternoon celebration with locally catered food and music at a large site in downtown Pescadero; A further collaborative with Puente.

Randall has posted the four Sequoia routes "Ride with GPS" links on the WW/Sequoia page.

Ride Listing Committee

Guy reviewed the Ride Listing Committee discussion on Google calendar. The committee is considering using an embedded Google calendar on the website similar to that used by Fremont Freewheelers in place of the Wild Apricot calendar.

Members could put the Google calendar app on their phones or download the Google calendar. While it is not perfect, it is printable and easily customizable, benefits that will be more significant when we no longer print the *Flat Tyre*.

The Committee is not looking at replacements to Wild Apricot at this time and will focus on the Google calendar or other calendars. Mike Grobler will present an alternate calendar option at the next meeting.

The meeting adjourned at 9:06.

End

Approvals:

Name	Initials	Date
Cindy Asrir		
Randall Braun	RGB	3/23
Christine Fawcett	crf	3/23
Mike Grobler		
Adrienne Harber	ash	3/23
Mike Rissi	MR	3/23
Mona Schorow	MS	3/23
Robert Sexton		
Bill Sherwin	WS	3/23
Guy Shuman	GS	3/23
Mindy Steiner	MJS	3/23
Vern Tucker		
Dave Ziegler	DZ	3/23