

**Board of Directors Meeting  
Bike Buddies Cycling Club  
July 28, 2010  
6:15pm  
Terrance Relles' House**

**Attendees:**

Mike Bailey  
Terrance Relles  
Holly Andrews  
Bill Riggs  
Mike Chipperfield

**Absent:**

Rick Andrews  
Rich Johnson  
Gino Pasquariello

**Guests**

David Merten of Soul Cycles  
Michelle Merten of Soul Cycles

Terrance convened the meeting at 7:07pm. The Meeting Minutes were reviewed. Rick made a motion to accept the Minutes as written, Terrance seconded. All approved, no nays.

**OLD BUSINESS**

**Non-profit status update.**

Goal – philanthropic organization

Not a racing club, keep spirit of cycling alive.

Name: Bike Buddies Cycling Club. Terrance made the motion; Mike B seconded. All approved.

New Sponsor: Soul Cycles (see below under “New Business” for discussion recap)

Officers: Keep four positions – President, Vice President, Treasurer, Secretary. Mike suggested we have a membership director or position. Mike also suggested we redo our charter to remove the reference to LMBRC and racing references. Bill suggested we keep 8 people on the Board to allow for voting should someone be absent. Retain one year terms. VP automatically becomes President with the ability to decline should they need to. Rick will make the bank account changes to reflect BB as account holder. Expenditures will be announced on the website, e.g. payment for Velodrome.

Mike B. will ask Brian Harnish for the appropriate codes to allow us to maintain our website going forward. Mike C. has agreed to take responsibility for the website once the codes are received.

Cycling Guide – Mike B has his Garmin installed and mapped his first ride. He is in the process of writing the background to the ride, e.g. left and rights turns, street signs, distances, etc. He will finalize this effort and laminate it for handing out. He will work with Mike C. to upload information to the website for easy downloading by users. David suggested that you can link to “Map My Ride” for other rides already mapped out and include our rides on the Map My Ride site.

Blog/wiki – more information to come from Rich.

**STANDING REPORTS**

### **President's Report**

Nothing to report.

### **Vice President Report**

Nothing to report.

### **Secretary Report**

No new members. Holly passed around a calendar and asked everyone to add events.

### **Treasurer's Report**

Rick reported that there is \$5918.00 in the Bank of America account. He just closed the Union Bank account and will deposit the \$300+ in the BofA account on July 29.

### **NEW BUSINESS**

Mike Bailey introduced David and Michelle owners of Soul Cycles. He had previously told them about the history of the Bike Buddies and LMBRC and how we have changed and evolved into a more community service oriented bike organization. David indicated they would really like to be affiliated with our club especially since we start our rides from a location near to the store and because we could help bring new clients to the store. In addition, Soul Cycles emails to over 2600 people and can help spread the word about the Bike Buddies. Soul Cycles covers and supports all types of riders – beach cruisers, BMX, road, mountain bike, etc. They are a dealer for Giant, Specialized and Serotta. They can build custom bikes and support new riders. They also work with two Serotta advanced technicians and other associates who are available to support riders.

David said that he could host Club Nights open only to members and invite manufacturer's reps, have discounts, informative talks, etc. He also indicated that offering a discount to members is another benefit of membership and helps him bring in new/continuing customers.

David can help facilitate the creation of our next generation kit or simply provide their logo. Soul Cycles can provide discounts on products/services (15% on accessories, 10% on bikes (not already on sale) and 10% on bike services). (It was suggested we issue membership cards.) Two Club Nights each year. Email communications includes reference to Soul Cycles. Soul Cycles can access a number of resources for additional information. They hold "movie nights" with manufacturer's reps with food/drink on the first Tuesday of each even numbered month at The Press Box in El Cajon. Movie begins at 7:30pm. Movie is focused on mountain biking. They can also hold a Bike Buddies maintenance clinic.

Bill talked about the things that he feels are important for the Bike Buddies to do, e.g. parade participation, poker rides, etc., where we can promote bike riding.

We will send out an email to all members and let them know we would like to share their email with Soul Cycles who can then include them on their mail list.

David and Michelle will confirm in writing what they would like to provide as a sponsor and also give us their logo. We will give them our logo as well.

Mike made a motion to accept Soul Cycles as a sponsor for the next year with the conditions listed above. Bill seconded the motion. All approved.

## **Upcoming Rides**

**Bike the Bay** – In preparation for this event, we are going to have a reverse ride as a preview of the course and each monitor's position. This will occur on August 14<sup>th</sup> at 9am. Meet at 8:45am at the San Diego Ferry Landing on the Broadway Pier. Twenty four riders have contacted Bill indicating they want to support this event. Twenty two riders have registered on-line. Bill's daughter and friend will also be helping. Would still like to have a few more people volunteer to ensure we have enough support.

**Poker Ride** – October 16th. Need to do a Black Jack ride (shorter ride – 21 miles) vs. 50 mile ride. Suggestion that we provide everyone with a single card and then hole punch it at each station.

**Monthly Alternative Rides** – August 7<sup>th</sup> will be a coast ride; Bill will also do a ride that starts off in Anaheim and ends in San Diego. September 4<sup>th</sup> to be determined.

**Participation in San Diego County Parades** – Rich will look into what it would take to participate in the Mother Goose Parade and what we'd be able to do to participate. Mike C. reminded us that this is a very long day. Bill said that we should have a message to convey. Mike C. said we might want to partner with another organization so there are multiple messages. We could advertise our Toy Drive efforts, have a handout.

## **Boys and Girls Club** –

- There will be a Casino Night on September 11, 2010 organized by John's Automotive. Event begins at 6:00pm.
- Bill indicated we are set up to deliver toys the first Saturday in December.

Note: We will put a link on the calendar for Bike Buddies events that will bring up additional information on each one.

## **Velodrome Support** –

Season officially ends at the end of September and starts up in April. Terrance suggested that create our banner and have it ready for the start of the season in April. Mike B said that would allow us to determine who the sponsors will be so they can be included on the banner. Cost will be \$500. Mike C. said he would work on putting the banner together with help from others on getting logos and confirming the layout. Mike B. can check with Dara and Hector for graphics support. The banner should be ready by the middle of March in preparation for April posting.

Bill mentioned having the booth within the velodrome area from which members can sell items, we can do consignment sales, and advertise future events and have Soul Cycles be present. The next swap meet is in November and if we can get the banner done by then we can use that for advertising. Mike C. will check to see if there is a way to develop a banner now that will allow for adding new content later. If not, we can create a smaller banner for the swap meet and the larger banner with sponsors for the Velodrome season.

**Brochure** – Rich suggested that we put some monies toward developing a brochure that we can hand out at various events and the Velodrome. Rich will investigate. Mike indicated that we are currently leaving cards at the Coffee Grounds. Mike B. will ask Hector for the details on how to print out more cards for distribution, ensuring we have a good supply to leave with Soul Cycles.

**Summer Membership Meeting** – Will be held at the Mike C’s house on 8/28/10 at noon. Will take time to notify everyone of the change in the Club’s direction. Holly will send an email to all current members. Mike B. made a motion to allocate funds to reimburse Mike C. for the cost of food/drinks. Mike C. committed to letting the Bike Buddies know how much the food/drink cost so we can reimburse him.

**Flyers** – Gino will create a quarterly flyer (based on a template he’ll create) that will advertise all of the events that Bike Buddies will sponsor/participate in. We will decide all of the ways that we can hand them out.

**Road Clean-up**

September 18<sup>th</sup>, and November 13<sup>th</sup>.

**Next Board Meeting**

August 25th, 2010, 6:15pm at Rick’s and Holly’s house.

Bill moved to close the meeting, Mike B. seconded. All approved. The meeting was adjourned at 9:08pm.

**TO DO LIST**

Item	Person Responsible	Date Added	Date Complete
Develop a template for how info on ride routes can be consistently portrayed	Mike/Bill	1/28/10	
Go to BofA to get set up on bank account	Terrance	11/24/09	
Check on Mother Goose Parade requirements for participating	Rich	1/28/10	
Blog/wiki for communication	Rich	5/19/10	
Poker Ride details	Mike B.	5/19/10	
Casino Night advertising starting in July	Need owner	5/19/10	
Bike Buddies brochure	Rich	5/19/10	
Develop template for quarterly BB flyer	Gino	5/19/10	
Identify someone to be Membership Director	Board	7/28/10	
Change BofA account to reflect Bike Buddies Cycling Club rather than LMBRC	Rick	7/28/10	
Ask Brian Harnish for codes to website so we can continue to maintain	Mike B.	7/28/10	
Finalize first entry for BBCC Cycling Guide and upload to website	Mike B.	7/28/10	
Deposit Union Bank money into BofA account	Rick	7/28/10	7/29/10
Send email to all BBCC members to ask them if they would approve having their email addresses provided to Soul Cycles so they can receive Soul Cycles newsletters	Holly	7/28/10	
Send email to all BBCC members telling them of the membership meeting later this month	Holly	7/28/10	
Provide logo to Soul Cycles	Holly	7/28/10	

Get list from Soul Cycles of everything they would like to offer as a sponsor.	Rick, Mike B.	7/28/10	
Work on putting the banner together for the Velodrome	Mike C.	7/28/10	
Check with Dara and Hector for graphics support on banner	Mike B.	7/28/10	
Ask Hector for the details on how to print out more BBCC business cards (Note: Do they currently reflect LMBRC or BB?)	Mike B.	7/28/10	