

Lehigh Wheelmen Association
Monthly Meeting Minutes
January 23, 2019

In Attendance: Board members: R.Kates, R.Ferrera, K.Crampton, R.Baldock, D.Sheffield, J. Fullerton, D.McCreight, D.Drummer, B. Mukkulainen, and fifteen additional members and guests.

Guest speaker: Jerry McAward of Lehigh Outdoor Center

- Jerry first discussed the effects of cold water immersion on drowning vs. hypothermia. Very cold water may incapacitate you, due to non-firing of nerves and muscles that allow one to swim. A Personal Flotation Device (PFD) can give you more time for rescue. So, how does this relate to cyclists? Wind chills and cold rain can lead to inability to pull brakes, or lower dexterity for mechanicals.
- Next, he explained some reasons for owning an e-bike.
 - Health issues / injuries
 - Faster and further ~ slower riders able to keep up
 - “Equalizer” for couples with differing riding abilities
 - “Puts the Fun back into the Bike” (I can climb that hill!)
 - Keep people riding longer
- peopleforbikes.org is an advocacy group for e-bikes. Motorized vehicles (including the e-bike) laws are different in every state, and can be confusing. They are working to simplify.

Official board meeting called to order at 8:17 p.m.

November minutes motion to approve Dave S./ 2nd Carl Z.

REPORTS:

Treasurer: Dave Sheffield

- 2018 Touring was budgeted for a \$1,900 loss, but actually earned a gain ~ \$400 due to very successful Donut Derby and member dues. Racing Division broke even, having experienced bad weather over March race weekends.
- 2019 So far:
 - Insurance payment \$2500 covering liability and riders medical. Non-members are covered for 1st ride only.
 - Audit is scheduled for Jan. 30, by Carl Z. and Lenni M.
 - IRS taxes are filed
 - Preliminary Budget is out to officers for review. Possible changes to VVV needs.

Touring: Jim Fullerton

- VVV Planners have met.
- Ride Leaders meeting is Mar. 9, Asbury Church, 10am-noon. Dave S. reminded there are pizza funds.
- Bert M. prefers ride sheet info be sent via email, rather than barn drop off.

Membership: Richard Baldock:

- Membership is stable. At this time 314 units.
- Bert asked about dues cost, it has been same for many years. Is it time to increase? Dave S. noted that special event insurance/pp price has gone up, so maybe we should increase dues. (Will re-visit)

Webmaster:

Roberta gave kudos to Dave Drummer and Dick McCreight for quick responses.

Promotions: Dick McCreight:

Tim Phillips has done a survey monkey: "How did you hear about the Donut Derby?" At upper end of responses was "word of mouth", followed by LWA website, LWA emails, Meetup, Facebook, other bike clubs, and BikeReg. With NO positive response: Community calendars, and brochures. Therefore brochures will be discontinued, saving that expense.

Newsletter: Jean Black: not present, but continue to submit material please.

Racing: Roberta Kates

- Roberta will see to licensing and permits for March Series. She is working with Chip Berezny, a former LWA VP Racing. Profits, if there are any, will be shared with other cycling clubs.
- Race insurance has been taken care of.
- Still needs to contact the property owners.
- Help Needed: marshalling / safety, and clearing of roads -- blowers, brooms, shovels. Some rider parents do help as well.

OLD BUSINESS

Holiday Party: Dave Sheffield

- Positive feedback, will repeat Bear Creek in Dec. 2019.
- Jack Helffich thanked everyone for Sixth Street and Turning Point gift donations, they have been delivered.

NEW BUSINESS

- **VVV** (to be Sunday May 26) planning group has met, discussed 2018 feedback. This IS a charity ride, so please get word out. Community Bike Works will also be involved.
 - New suggestions: Different start times for different distances. Yellow vests? for LWA riders/assistance to riders.
 - Need volunteers.
 - Clyde Odom: With no brochures, we will still need some sort of flyer/paperwork for food donors/ USA cycling lists.

- Bert M: Looking at revenue, why is there such a difference between VVV and DD? Dave S. explained expenses of charity (VVV) vs. fundraising (DD). The LWA exists to promote cycling, not make a profit. Just need a buffer.
- **Club Picnic** August 3, at Lone Lane Park. New ride routes.
- **Donut Derby** September 2
 - Bert added that a kickoff meeting will be soon. He has questions, “as the new guy!”. Need to get event on Facebook, BikeReg, etc, soon so cyclists can commit.
- **Dues** (revisited) Roberta returned discussion to possibly increasing member dues. Richard B (membership administrator): suggested waiting until after budget is finalized, not raise dues mid-budget cycle.

Bert M: Announce that we are bumping it up at given date, as might encourage new sign-ups and renewals paid earlier?

Richard F: Do we need increased revenue? More need to address riders who ride but aren't members.

Richard B: We lose members as quick as we gain.
~Idea to raise dues is tabled for now~.
- **Other**
 - Jack Helffrich: Has posted a movie / dinner night on Meetup page. Is it OK to use site for non-bike activities? Consensus is okay to do but no advertising, only non-profit, and should be a LWA member in attendance.
 - Jack H. : Could we reach out to Jerry / LOC, add store discount for LWA members? Carl says it's done: 10% to members. Roberta: Also, we need Dave D. to update our discount listings on website.
 - Tour de Tush follow-up: At the Board & Directors Meeting held at the Velo Shop in early Jan., Bert M. had brought up LWA being a sponsor for Tour de Tush (non-LWA event). Per Bert, via Gale Fritsche, the TdeT has raised >\$140,000 over last 4 years. There are various levels of sponsor, from monetary to In-kind volunteering. Carl Z: We have many riders who already support by riding. Clyde O: Perhaps we act as road marshalls? Bert offered to return to Gale, offer “In-kind” sponsorship, for wherever he needs help. This gets show-of-hands approval.

UPCOMING KEY DATES:

- February 27, Membership Meeting -- CPR/First Aid-- Earl Ostrander
- Mar 9 -- Ride Leaders Meeting 10 am Asbury Church
- Mar 27-- Membership Meeting, Selene Yeager -- Health & Fitness

Meeting adjourned at 9:05 p.m.

Minutes submitted by Kathy Crampton, January 30, 2019