

# Lehigh Wheelmen Association

## Monthly Meeting Minutes

### September 23, 2020

#### In Attendance:

*(Bolded people were in attendance)*

**Board members:** **Roberta Kates** (President/Race Director), Kathy Crampton (VP Touring), **Christine Penn** (Secretary), **Dave Sheffield** (Treasurer), Richard Baldock (Membership Administrator), Rob Smith (Assistant Membership Administrator), Dave Drummer (Website Manager), **Bert Mukkulainen** (Board Member), **Dick McCreight** (Board Member), **Rich Ferrera** (Board Member), Bruce Kantor (Board Member)

**Also present:** *Carl Zvanut, Mike Solliday, Sally Wright*

(Meeting held at St Andrews Lutheran Church, Allentown)

#### 1. Call to Order:

Roberta started the meeting at 7:02 pm

#### 2. Speaker:

No speaker this month

#### 3. Officer/Committee Reports:

**Secretary** – Christine Penn

August meeting minutes were previously sent out and posted.

Minor issue with credit given to the wrong Bert. Not worth correcting.

Notes Approved.

**Treasurer:** Dave Sheffield

Financials stable. @\$7100 in Checking, @\$5100 in Savings @\$12,200 total @\$4000 in Racing

### LWA Financial Summary Aug. YTD 2020 - Actuals

	Touring	Racing	Elim.	Total
<b>Income</b>				
DD	1,157			1,157
Holiday Party				-
Membership Dues	3,774			3,774
Other	1,011	-		1,011
<b>Total</b>	<b>5,942</b>	<b>-</b>		<b>5,942</b>
<b>Expense</b>				
Major Events (DD, Eastern Shore, Etc.)	516			516

Insurance (Includes Special Events - DD)	2,990		2,990
VPCC	2,250	-	2,250
Holiday Party	100		100
Race Expense		-	-
Clothing & Equipment for Resale	1,102		1,102
Recognition Awards/Speaker Fees			-
Affiliation Dues	200		
Web, RidewithGPS, Meetup & Postage	369		
Ride Leader Awards, G&C, Picnic, Other	225	-	225
<b>Total</b>	<b>7,753</b>	<b>-</b>	<b>7,753</b>
<b>Net Operating Income/Loss</b>			
	<b>-\$1,811</b>	<b>\$0</b>	<b>-\$1,811</b>
<b>Assets</b>			
<b>Checking (a)</b>	\$7,144	\$3,969	\$11,113
<b>Savings</b>	\$5,078	\$0	\$5,078
<b>Total</b>	<b>\$12,223</b>	<b>\$3,969</b>	<b>\$16,192</b>

(a) Includes Restricted Funds of \$1840 for Bike Aid Station.

Preliminary - @183 Participants @3600 intake, promises of \$1100 for charity. Velodrome contract needs to be paid. Hats off to Bert and team! Numbers better than expected.

2020 DD Actual - Prelim				2019 Actual	
INCOME	COST	QTY	TOTAL		
Adult Riders	\$ 10.00	15	\$ 150	\$ 12,030	
Junior Riders	\$ 10.00	168	\$ 1,680		
Donations (a)			\$ 1,080	\$ 1,750	
Virtual Donuts		689	\$ 689	\$ 4,032	
<b>TOTAL INCOME</b>			<b>\$ 3,599</b>	<b>\$ 17,812</b>	

2019  
USAC Insurance /rider  
\$ 3.75

EXPENSES			AMOUNT	2018 Expense
Velo Rental	Fixed		\$ 875	\$ 800
BIBS	Fixed			\$ 172
Bowers Park Rental (b)	Fixed		\$ 100	\$ -
Awards	Fixed			\$ 262
DONUTS	Variable			\$ 1,055
DD Lunch	Variable			\$ 1,955
Timing & Music Srvce	Fixed			\$ 1,269
Charitable Contributions	Variable		\$ 1,080	\$ 300

Promotion & Advertising ©	Fixed	\$ 234	\$ 150
Clothing	Variable	\$ -	\$ 3,944
Road Markings & Fastsigns	Fixed	\$ 167	\$ 595
USA Cycling Insurance	Variable	\$ 686	\$ 1,090
<b>Total Expenses</b>		<b>\$ 3,142</b>	<b>\$ 11,592</b>
<b>Net Profit</b>		<b>\$ 457</b>	<b>\$ 6,220</b>

(a) CBW \$670, Ecumenical Food Bank \$410.

(b) Bowers did not give us a refund, but will apply this to our 2021 DD.

© Includes refund of Bikereg fees that registrants paid for the initial DD ~ \$95

© Includes Bikereg listing fee of \$75 & Facebook Ad cost of \$64.

**Touring:** Kathy Crampton

Not present.

Bert raised why we haven't been compiling statistics/Monthly Ride reports? Club is active, doing rides. How many rides we did could be post to blog.

Roberta will reach out to Kathy.

**Membership / Grill-n-Chill:** Richard Baldock/Rob Smith

Not present.

**Webmaster:** Dave Drummer

Not present.

**Promotions:** Dick McCreight

\$75 advertisement costs to Facebook was well worth the money. We reached 16,983 people who clicked on our add for Donut Derby. Primary focused on PA, NJ, NY, but also Delaware.

477 links to BikeReg

Works out to 16 cents per click.

Need to compose a Thank you to participants. It will include a message to have them consider joining. Bert will take care of.

Dave S – Do we have Website statistics? What pages are most active?

**Racing:** Roberta Kates ...

No updates.

#### 4. Old Business:

**Donut Derby:** Bert Mikkulainen

Everyone congratulated Bert on a job well done. Bert mentioned that Dick deserves credit, but was really a team effort.

Lots of nice Prizes.

People helped with Road Markings. Dick with photography, and we had the photo's in front of posters.

No injuries and everything was seen as positive.

Closed registration on Friday, but could have had a least a dozen more if it was still open over the weekend. Minor issue with email.

Route goes through 3 townships – Upper Macungie, Maxatawny, and Long Swamp.

Attended Long Swamp Township meeting.

- Zoning and Codes mentioned we need a permit.
- Issues with any road markings – paint, even stickers
- In the future, we need to get a permit and they want the stickers removed after.
- May require a deposit for permit, which we will get back once stickers are removed.
- We follow up with any details in January.
- Mike Sacks painted over markers and pulled this years stickers.
- Suggest we contact Kelly Bertolli from Velodrome to contact other clubs about painting restrictions and permits.

Raised \$689 for Community Bike Works, \$410 for Food Bank.

Dick made a motion to round up the donations. \$750 for CBW, and \$500 for Food Bank. Bert 2<sup>nd</sup>, and Motion Passed. (No dissenters) Suggested to include donation details in Thank You email to participants.

Deposit on Bowers Park was not refunded, but they did roll it forward for next year.

Good comments on raffle. Banko mentioned he will throw in certificates for next year.

Although we had no membership do any sponsoring.

***Magnets:*** Roberta Kates

Want to make sure if pursuing we get better ones. LWA label peeled off on older ones.

***Ashbury Church:*** Dave/Dick

Their having their first Sunday Service, but not open for groups until January.

We will continue meeting at St Andrews for the time being.

***Bike Repair Stand:*** Jack Helffrich

Not present. Dave will chase down Jack to find out what is going on and why it hasn't been purchased yet.

***Increasing Membership ideas:***

***Water Bottles*** – Bert Mukkanainen

Do a sign up drive with a water bottle incentive.

Offer incentive to Ride Leaders to sell. Buy 5 and get 6. Or buy 10 and get 12. Prices will be set, likely \$5/6

Offer for sale at Grill-n-Chills (assuming we can do them again in future.

ETA on bottle arrival is next week/end of month.

***Membership Certificates*** – Dick McCreight

Issue with coupling with bike shops right now is that they have no bikes – sold out!

Docs have been composed and are ready. Instant form (which can be emailed or mailed), Bike Shop Save Info, and a LWA Benefit brochure.

Mentioned that it would be nice if Ride Leaders had benefits on a card that could be handed out to new riders.

Suggested to only offer with just a couple bike shops @40 (?) total shops in the area.

Trek Allentown wants to do memberships with us.

Suggested shops are Fitness Central, Veloshop, South Mountain, Jason, Trek Allentown.

Conversation morphed in general discussion in regard to Fitness Central

Need to setup meeting with Fitness Central – Dave/Dick will perform recon with Steve.

- Any combined ride sharing - liability is still a problem. Using their/ours sign up sheets doesn't really solve that.
- Issues with partnering on rides is waivers and insurance liability.
- No issue if LWA Ride is started at FC.

Our sign in sheet's responsibilities:

1. Primary – waiver/liability
2. Secondary – emergency contact information
3. Third – Proof

Insurance with USAC is once a year.

### **Board Elections:**

Rich raised issue that the we need to handle. There are ways to handle voting.

Voting can be handled by Survey Monkey/Google

Bylaws state meeting in Dec/Holiday Party

Rich made motion to do electronic voting this year due to COVID. As exception to bylaws and that there is no formal December meeting. Motion was seconded by Carl. No one opposed – Motion was passed.

Rich asked that a formal operating model be adopted and applied to nominations made to the nominating committee.

- Includes descriptions of each role/position
- Supports the work required.
- Safety requirements
- Administration expertise
- Membership coordination

Option to pull people into roles even if they don't get elected and volunteers in committees.

Bylaws should identify positions, but necessarily their roles and definitions

**ACTION – asking those in each current role to document what you do.**

Since we discussed this now, Carl made motion to skip the schedule Sunday Meeting for this topic – Approved.

### **Club Kits:** Sally Wright

Pactimo has new sales rep., order rep.

Waving deposits to start production and minimum order fees

Could start as early as October. Store could be open for 2 weeks.

Old design and new circle (white) design will be available. Some folks don't like the LWA across back pockets

On a non-local ride last year, people thought LWA stood for Ladies **W**ith **A**ttitude!

**Community Bike Works – Spin-A-Thon:** Carl Zvanut

Will sent out links.

Mike raised motion to adjourn at 8:45 p.m. after no new business was mentioned. Carl seconded.

Minutes submitted by Secretary Christine Penn, October 2nd, 2020

<https://lehighwheelmen.org/>



**Lehigh  
Wheelmen  
Association**