

Lehigh Wheelmen Association

Monthly Meeting Minutes

October 28, 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, Clyde Odom, Greg Schnabel

(Online Meeting)

1. Call to Order:

Roberta started the meeting at 7:10 pm

Walk around the virtual room talking about each of our Winter Gear.

2. Speaker:

No speaker this month

3. Officer/Committee Reports:

Secretary – Christine Penn

Clyde Odom and Dave Sheffield motion to approve – Approved. None opposed.

Treasurer: Dave Sheffield

Financials stable. @\$8300 in Checking, @\$5000 in Savings @\$13,000 total @\$4000 in Racing

LWA Financial Summary Sept. YTD 2020 - Actuals

	<u>Touring</u>	<u>Racing</u>	<u>Elim.</u>	<u>Total</u>
Income				
DD (Participant Dues + Donations)	3,599			3,599
Holiday Party				-
Membership Dues	4,166			4,166
Other	1,011	-		1,011
Total	8,776	-		8,776
Expense				
Major Events (DD, Eastern Shore, Etc.)	682			682
Insurance (Includes Special Events - DD)	2,990			2,990
VPCC	2,250	-		2,250
Holiday Party	100			100
Charitable Donations (DD - CBW & AFB)	1,250	-		1,250
Clothing & Equipment for Resale	1,102			1,102
Recognition Awards/Speaker Fees				-
Affiliation Dues	300			
Web, RidewithGPS, Meetup & Postage	449			
Ride Leader Awards, G&C, Picnic, Other	225	-		225
Total	9,347	-		9,347
Net Operating Income/Loss				
	-\$572	\$0		-\$572
Assets				
Checking (a)	\$8,384	\$3,969		\$12,353
Savings	\$5,078	\$0		\$5,078
Total	\$13,462	\$3,969		\$17,431

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

Next will be publish first week in November

Touring: Kathy Crampton

Sept 63 rides, Oct 45.

13 leaders

Top 3 have done more than 20 rides a piece

Should we re-evaluate ride limits?

Discussion – Ride sheets must show multiple leaders for large groups.

Wait till 4-6 on waitlist to post companion ride and move over.

Some are posting rides with no limit.

Rides should continue limiting to 10. Breakups can be decided on site (Fast/Slow) Helpful to take pics of sheets in case of necessary contact.

Kathy will send out reminder to ride leaders as a reminder of limits.

Ride Leader Awards? (December)

Ride Leader Training? Being that it is October, Online Tutorial, based on Jim's PowerPoint, Ride with GPS, Wheelman Site, Incident Handling, etc.

Program should include evaluation of potential Ride Leader qualifications. CPR, bike maintenance, etc.

Getting to know personally, must be a member

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

Reviewed membership report (below)

Numbers down is roughly equivalent to \$600 less in treasury Dave has been mentioning.

Comparing organizer list to membership status.

1862 people on Meetup, but only 362 members. Cost @\$180 unlimited membership for up to 3 groups.

Can we purge? Based on what rule? How many are single signups and never come back. How many are active and not members? Maybe a couple habitual.

Personal Information (Leader contact/phone numbers).

Membership declined by 3 units compared to September 2020 meeting ~ no significant trend (up slightly in September, down slightly in October).

Total Units ~ 285 (-3) ~ still down 43 since peak prior to March 2020 shutdown!

Individual ~ 211 units (-2)

Family ~ 74 units (-1)

Total Members (Estimated) = (2+ x 74) + 211 = 359+ (-4)

Revenue Projection Snapshot = \$5015 (-\$55)

Comparisons relative to September 2020.

Definition: RETURNING Member (Membership gap of 6+ months).

LWA Welcomes NEW and RETURNING members (most recent first):

JAN HERZOG & JAMES MARKSON

JOHN TOCADO

MICHAEL HILL

Above list consists of 3 units; therefore, a total of 6 units failed to renew during the past 5 weeks.

Members whose expiration dates are 6+ months in the past have been purged as per standard policy.

Webmaster: Dave Drummer

Will investigate Meetup issues
Need to change text now that Apparel shop is closed
Donut Derby date for next year needs update.

Promotions: Dick McCreight

Fitness Central Signed up. (Doesn't have any bikes)
Trek - Allentown has been signed up as well. They are enthusiastic (sold 22 bikes last month)
Manager is managing both Allentown and Bethlehem store.
May want to hold off and see where it goes.
Minor issue with Free Bicycle plan (setup for tracking) on Website (not getting full benefits).
New welcoming email is sent out when the account is setup.

Racing: Roberta Kates ...

No updates.

4. Old Business:

Donut Derby: Bert Mukkanlainen

No updates.
Thanked Roberta for handling prizes.

Magnets: Roberta Kates

Got sidetracked/busy. Will get on this soon.

Bike Repair Stand: Jack Helffrich

Not present.
Dave reminded him

Increasing Membership ideas:

Water Bottles – Bert Mukkanlainen

Email to ride leaders
(Using Ride Leaders as Salesforce)
Only 6 ride leaders have contacted/purchased any bottles

Club Kits: Sally Wright

@4000 in sales
¾ new style, ¼ old style
Would like to reopen store for Christmas, Spring

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

8 participated. Got 3rd place. Very valuable medal and prizes such as T-Shirts from Velo, Socks, and GCs for all participants.

5. New Business:

Nomination Committee:

Nominees:

- President: Rich Ferrera
- Vice President of Touring: Kathy Crampton, Tammy Doran
- Secretary: Christine Penn
- Treasurer: Dave Sheffield
- Vice President of Racing: Roberta Kates
- Board of Directors: Bert, Dick, Larry Pickens, Mark Doran, + (Kathy or Tammy)
- 2 2year term, third gets 1 year. (Based on votes)

Election to be held December 6th. Close Nominations November 15th. Possibly have write-ins

Nomination Committee (Slate of Officers for 2021) -- Kathy Z, Mike S, Jack H & Roberta K

Strategic Initiatives by Board Members/Committees/Focus

- Membership Growth
- Communication and Advertising
- Safety
- Administration

Someone should possibly consider shadowing Bert for the Donut Derby this year (2021) so they can take it over next year (2022)

Many positions should possibly have a backup/assistant. Each likely needs to have a succession plan.

Will nominations include a write up? Maybe candidates should write up a bio.

Action: All candidates to send a bio.

Ride with GPS

--Looking for update from Paul Smith

LWA Lifetime Emeritus Membership Award

Potential Recipients: Dave Sprigle, Rich Baldock

75 years or older

Motion to do two: Dick and Dave – Motion Passed -No one opposed.

Ride Leader Gifts:

Any ideas for hand outs

Will need @15 (gift certificates)

Roberta raised motion to adjourn at 9:05 p.m. after no new business was mentioned. Kathy Crampton seconded.

Minutes submitted by Secretary Christine Penn, October 31st, 2020

<https://lehighwheelmen.org/>



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