

Meeting date: Monday, October 15, 2012

Meeting time: 5:00 pm at Clementine restaurant

Directors present were Jason Burch, Basil Hangemanole, Travis Layman, Rich Harrison, Kyle Lawrence, and Jennifer Edwards. Marcia Lamphier was present in her co treasurer function.

Minutes were approved from the September meeting.

The following expenditures were approved by email by voting board members:

- Pay \$1,520 for the purchase of steel cups that would be sold at the mountain bike festival.
- Trail work expenses \$200
- City Council Candidates forum: \$275

Kyle gave a report of the recent goings on with the club. **A question was raised about the insurance coverage for volunteer trail workers. Does our insurance cover trail work events and if so/not how much do they cover or what are the stipulations?** The discussion continued onwards covering various subjects and ideas. Subjects included:

- DR100 – monies to work with and how do those want to be spent
 - Travis and Basil gave a report on a meeting in the coming days that the DR100 has organized to help decide on these outlays
- Mountain Bike Festival recap
- RTP grant update
- Action 20/20 workshop
- City Council forums
- Website redesign is going great

The DR100 discussion led into a general discussion on the expenditures of the club in general. It was a philosophical discussion based around how the club spends its money between all of the great opportunities we are faced with. How does our dollar have the most impact? Rich read our objectives from our own SWAT analysis last spring **board thoughts are in red font:**

Top Priorities for the Board

1. Board Structure **(50% complete)** and overall SVBC organizational structure **(5% complete)**
 1. **Continue on with our progress at the board level where we have made good organization**
 2. **Our overall SVBC organization structure did not improve as much**
 3. **We need to continue to share the leadership skills further into the membership**
2. Expand Membership
 1. **We did get a couple of people to help transition to a new membership platform. The folks helping with the program had a very busy fall and progress was waned.**
 2. **Talk to people outside the club now. Go to different events and public forums.**
3. Community Education/ Outreach
 1. **This is a very time consuming process. We would need to expand membership and get some additional help with attending and participating.**

2. Examples of good examples for this past year are:
 1. City Council candidate forum
 2. Advocacy advance
 3. Rockingham County advocacy committee
4. Expand Volunteer Core
 1. A discussion on possible paid position here at the club to help organize and oversee many functions of the coalition.
 2. The discussion moved towards how a full time person would manage the situation. Would it work? How limited are our resources (own time and money)?
5. Liability Questions (75%)
 1. People have a better general idea of our overall liability.
 2. The board now has directors' insurance
 3. We still have work to do with our consistency in naming "events" and other things.
6. Community Perception
 1. No one thing has really changed our status
 2. The candidates forum was helpful
 3. The newspaper is running articles about our events as well as listing our weekly events
 4. The board basically agreed that this shouldn't be a huge initiative but something that we carry cognitively with us through our decisions.
7. Region as a Cycling Destination
8. Active Leadership
9. Variety of Rides

1 Year Plan

June: Board and Organizational Structure

August: Community Education and Advocacy

November: Expand Membership

On going: Community Perception

On going: Cycle Destination Community Input

There was a huge discussion on the overall directions of the club and how we are going to get to our goals. What changes must happen and what things must remain the same. Topics jumped all over the place as great thoughts, ideas, and solutions were proposed. In general, everyone agreed that the current structure and position of the coalition is that it is a lot of fun and we must maintain that while still meeting our objectives.

The meeting was adjourned at 7:15.