

STL  RC
St. Louis Recreational Cyclists
Minutes of Board of Directors (BOD) Meeting
February 5, 2018

1. Board of Directors Present:

David Brown	Pat Cannon	James Cobb
Darryl Fabick	Sharon Friedrich	Joan Fromme
Faye Holdenried	Wayne Marsh	Billie Teneau

2. Minutes of the 12-05-17 BOD Meeting: The minutes of the 12-05-17 BOD Meeting were approved.

3. 2018 Interim Financial Report:

- a. James Cobb presented an interim financial report which contained the following key items.
- b. 2018 Expenses Already Paid

i. Insurance	\$891.55
[(185 members * \$4.63) + \$35.00 Admin Fee]	
ii. STLRC Business Cards	\$ 26.03
- c. Cash on hand as of 02-04-18 \$1,758.91
(includes 2018 annual fees for 77 members)
- d. Anticipated additional 2018 annual fees of \$1,080.00 are not included in the interim report calculations (amount based on estimated 185 members, i.e., 185-77=108*\$10.00 membership fee)
- e. Anticipated 2018 Recurring Expenses:

i. League of American Bicyclists Membership	\$ 100.00
ii. Lunar Pages Web Hosting Invoice (2 yr paid in 2017)	\$ 0.00
iii. Kirkwood Community Center Pavilion Rental Fee	\$ 45.00
(Rental for 2018 End of Season Ride & Picnic paid in 2017)	
(Rental for 2019 End of Season Ride & Picnic pay in 2018)	
iv. Church Hall Rental Fee	\$ 50.00
(Rental for 2018 Winter Annual Meeting paid in 2017)	
(Rental for 2019 Winter Annual Meeting pay in 2018)	
v. MoBikeFed Subscription	\$ 60.00
vi. Total Anticipated 2018 Recurring Expenses	\$ 255.00
- f. Cash Available (not counting additional members) \$1,503.91
- g. After reviewing the interim financial report, the BOD concluded the club was in good financial condition and did not need to consider any policy changes at this time.

4. New STLRC Business Cards and Drafts of STLRC Flyers:

- a. Joan Fromme distributed new STLRC business cards that she and Billie Teneau had developed and had purchased from Vista Print.
 - i. In the initial order, 1,000 cards were purchased at a cost of \$26.03.
 - ii. The new cards contain additional phrases to better clarify what STLRC is.
 - iii. The new cards also contain a Fleur de Lis symbol and other new graphics.
- b. Billie Teneau distributed a draft version of a flyer that she and Joan Fromme had developed for possible distribution to local bike shops. The flyer used the STLRC logo that we have been using since 2012.
- c. David Brown distributed a draft version of a similar flyer that he had developed for possible distribution to local bike shops. David's draft flyer contained the STLRC logo that we have been using since 2012. The message presented in David's draft flyer was slightly different from the message in the draft flyer developed by Billie and Joan.
- d. David Brown said he felt it would be better if the appearances of all STLRC items (e.g., website graphics, business card graphics, flyer graphics, letter or report graphics, etc.) would be similar enough that persons who see the various items would more easily identify the respective item(s) as being part of the same organization.
- e. David Brown and Darryl Fabick gave a brief history regarding how the STLRC logo that we have been using since 2012 came into existence. David and Darryl said they created the logo by simply using clip art from Microsoft Office.
- f. After a discussion of items a., b., c., and d. above, the following items were agreed upon.
 - i. David's suggestion has merit regarding the "name branding" of an STLRC logo.
 - ii. The graphics and layout of the new STLRC business cards would be somewhat difficult to replicate exactly on such items as headings used on the STLRC website, headings on output reports from STLRC's Microsoft Excel Workbook used to store membership data, headings on STLRC flyers, headings on STLRC reports.
 - iii. Since 1,000 new STLRC business cards were just recently purchased, the overall decision regarding designing a STLRC logo that could be used for all STLRC items was tabled until we need to purchase more STLRC business cards.
- g. Regarding the two draft STLRC Flyers for distribution to local bike shops, the directors agreed to:
 - i. Use the STLRC logo that we have used since 2012.
 - ii. Use the wording contained in David Brown's draft.
 - iii. Print the flyers in normal letter size (8.5" x 11") paper.
 - iv. Use blue paper.

5. Status of Designing and Ordering STLRC Jerseys:

- a. Pat Cannon gave an update on the STLRC Jersey project.
 - i. The person that Pat has been working with regarding this project has changed jobs, but he informed Pat that he will still be able to produce the jerseys as had been previously discussed with Pat.
 - ii. Pat said a limited number of sample jerseys could be developed in time for the 03-04-18 STLRC Annual Meeting.
 - iii. Pat said that the price list that she shared in the 12-05-17 BOD Meeting was still applicable.
- b. After a discussion regarding the overall project, agreement was reached on the following key items.
 - i. Using the various break points contained in the price list provided, it is estimated that the number of jerseys that would be desired by STLRC members in an initial order would be such that the jerseys could be purchased for approximately \$45.00 to \$50.00, depending upon taxes and shipping.
 - ii. A price of \$50.00 per jersey will be used in all discussions and procedure materials with STLRC members.
 - iii. To keep the overall process as simple as possible, STLRC jerseys will only be offered as short sleeve jerseys, in Men's sizes M, L, XL, XXL and in Women's sizes S, M, L, XL.
 - iv. STLRC does NOT want to stock large quantities of jerseys that are in excess of the documented number of jerseys that are desired by STLRC members and others, as evidenced by advance payment (by check only, payable to STLRC), in the amount of \$50.00 for each desired jersey.
 - v. No returns to STLRC will be accepted.
 - vi. A small number of excess jerseys in the more common sizes may be included in the initial order, up to a total of no more than \$300.00.
- c. Schedule for Jerseys:
 - i. Wayne Marsh will send an email to all 2017 and 2018 STLRC members in the next two weeks which will announce the upcoming 03-04-18 STLRC Annual Meeting and Potluck Dinner. In that email, the key elements presented in section b. above will be presented and also that generic jerseys will be available, in various sizes, for persons to try on for proper sizing during the 03-04-18 STLRC Annual Meeting.
 - ii. David Brown will put similar information on the STLRC website.
 - iii. A second opportunity for persons to try on generic jerseys for proper sizing will be available on Wednesday, 03-21-18, between 10:00 a.m. and 11:00 a.m. at McArthur's Bakery Cafe, 210 North Kirkwood Road, Kirkwood, Missouri 63122.

- iv. Persons desiring to purchase jerseys must submit their completed 2018 STLRC Jersey Order Form and their check, payable to STLRC for the number of desired jerseys at \$50.00 for each jersey, either during the 03-04-18 STLRC Annual Meeting or the 03-21-18 meeting at McArthur's Bakery Cafe, or by mail to Patti Brumleve so as to arrive no later than March 31, 2018.

6. Planning for March 4, 2018 Annual Meeting and Potluck Dinner:

- a. Details:
 - i. Date – Sunday, March 4, 2018
 - ii. Location – Concord Trinity United Methodist Church, 5275 Lindbergh, St. Louis, Missouri 63126
 - iii. Times –
 - 3:00 p.m. Set Up
 - 3:15 p.m. Early arrivers may try-on sample STLRC jerseys
 - 3:30 p.m. Doors Open
 - 4:00 p.m. Potluck Meal
 - (Estimate) 4:40 p.m. Annual Meeting
 - 6:00 p.m. Cleaned Up & Exit
- b. Publicity: Wayne Marsh will send an email to all 2017 and 2018 STLRC members which announces the 03-04-18 STLRC Annual Meeting and Potluck Dinner and which identifies key items that will be conducted in the annual meeting (e.g., Discussion and trying-on of STLRC jerseys, voting on new BOD members for 2018, etc.).
- c. Food Service: Sharon Friedrich said in the 12-05-17 BOD Meeting that she will take responsibility for the provision of paper products. Sharon also said in the 12-05-17 BOD Meeting that she had already enlisted help from MaryLou Kosta and Ann Stiern.
- d. 2018 Membership Renewals: Patti Brumleve said in the 12-05-17 BOD Meeting that she will take responsibility for this item and will enlist helpers, as may be needed.

e. Agenda:

- | | |
|---|-----------------------------|
| i. Welcome | Wayne Marsh |
| ii. Potluck Dinner | STLRC Members & Guests |
| iii. General Items | David Brown |
| iv. 2017 Annual Report | David Brown |
| v. 2017 Financial Report | James Cobb |
| vi. 2017 Statistical Items of Interest | Wayne Marsh |
| vii. STLRC Club Rides &
Insurance Coverage | David Brown |
| viii. Website Items | David Brown & Darryl Fabick |
| ix. Items for Membership Approval | Joan Fomme & Wayne Marsh |
| • Board of Directors for 2018 | |
| x. Key Events This Year | Faye Holdenried |
| xi. STLRC Jerseys | Pat Cannon |
| xii. 2018 Membership Renewals | Patti Brumleve |

7. New Business:

- a. Inquiry Calls and Emails to STLRC:
- i. The topic of who is responsible for answering inquiries that are received about STLRC arose.
 - ii. David Brown said that he has normally handled those types of inquiries and that he would take responsibility for answering those going forward.
- b. Possible Use of the Meadows of Wildwood Club House for future STLRC Meetings.
- i. James Cobb said that STLRC member Barry Rinderknecht mentioned that he is a resident of the Meadows of Wildwood condo complex (located just west of Hwy 109, about one-half mile south of Hwy 100) and that he suggested that STLRC may want to use the Meadows of Wildwood Club House for future STLRC meetings.
 - ii. James said that he was told that the club house was reported to be large enough to accommodate approximately 75 persons, and that there would be no charge for use of the club house, since Barry Rinderknecht is a resident of the complex.
 - iii. It was agreed that the members of the BOD should visit the Meadows of Wildwood Club House to verify whether that facility would be suitable for STLRC meetings such as the 2019 Annual Meeting and Potluck Dinner.