

STL  RC
St. Louis Recreational Cyclists
Minutes of Board of Directors (BOD) Meeting
October 12, 2018

1. Board of Directors (BOD) Present:

David Brown	Patti Brumleve	John Buck	Pat Cannon
James Cobb	Darryl Fabick	Wayne Marsh	Billie Teneau
Not Present:	Joan Fromme		

2. Items Disseminated to Directors after August 22, 2018 BOD Meeting but before October 12, 2018 BOD Meeting:

- a. On 09-21-18, David Brown sent an email to all Directors. The text of David's 09-21-18 email is shown in item 2.b. below.
- b. Directors,

I recently asked Cliff Heggs, one of our members who is a graphics artist, to help us design a new logo which we would use for business cards, flyers, website and letterhead. Cliff (the proud owner of one of our jerseys) picked up elements from our jerseys to come up with some new ideas. I also asked him to include an image of a bicycle so when someone picks up our materials, they know quickly that it is for a cycling organization.

At the risk of overwhelming you, I'm passing on a page of variations on business cards and asking you to indicate ones you like best. There is only one variation of the flyer attached. You can see that the colors and designs are quite compatible with our jersey design.

We should settle on designs for these items so we can distribute business cards and flyers at our end of season ride and picnic. We will want to incorporate our new logo on our application and waiver form. At the picnic, we will announce our new logo to the group and start recruiting for the Jan 12-13 Expo. Over the winter, we will change the website to incorporate the new look.

Please give us your feed back by "reply all" to this email. Thanks so much to Cliff who has given considerable thought to this effort.

David

- c. A "snipped" version of the one-page attachment to David's 09-21-18 email which concerned the eight variations on business cards is shown of page 8 of these minutes.

- d. A “snipped” version of the one-page attachment to David Brown’s 09-21-18 email which concerned a draft of a flyer is shown on page 9 of these minutes.
- e. On 09-23-18, David Brown sent an email to Directors and Cliff Heggs. The text of that David’s 09-23-18 email is shown in item 2.f. below.
- f. Directors,

A couple of days ago I sent proposed logos on business cards and flyers. At this point, we have not decided to move to such a new logo, but I have received only positive feedback. I think we can make a decision on what to do here by email rather than having a special meeting for it. I will be ready to ask you to send me your vote of acceptance soon. There is a little more to do first.

My view is that the new logo and other materials will be the face we present to the world (or at least the STL area cycling community) and will be effective for 2019. For the remainder of 2018, we will continue as we have in the past. At our end of year ride on Oct 16, we will present the new materials, to the extent they have been developed at that point, to our members. At that time we can give our members the new business cards and flyers to distribute as they are able.

Another thing we need by then, as Wayne has pointed out, is our 2019 membership application and renewal form. We can then do 2019 sign-ups on the new forms. Cliff has given me his original documents so I can edit as I need, so I will revise the application form with the new logo. I may have to do some scaling to make it fit. Cliff is traveling much of the time between now and the end of season ride, so I will take care of this myself, at least for the first printing. If I need his help to make it better, we will do better with the second printing. I hope to show you an initial draft of this doc soon. As far as letterhead for other docs, I will also present some samples.

I have attached the two business card ideas that were the only ones mentioned by you -- in equal numbers. You can compare the two side-by-side.

Another change I will make as the year closes out, is to change the look of the website to match the new logo. We will have the new logo at the top of the pages, and instead of the pale blue background, we will have the canary yellow. I would use the yellow for the background rather than the red because it will give a greater contrast for the words on the page. Because of this, I personally prefer card number 1 because it has more of a yellow background.

Let me know of any thoughts or questions. I will get back to you soon with a revised 2019 application form. After that we can vote on accepting these new materials.

David

- g. The attachment to David’s 09-23-18 email which showed the two business card ideas that were mentioned by Directors in response to David’ 09-21-18 request for feedback concerning the eight business card examples is shown on page 10 of these minutes.

- h. On 09-23-18, Jim Cobb sent an email to David Brown with CC copies to Directors and Cliff Heggs.
- i. The text of Jim Cobb's 09-23-18 email is shown in section 2.j. below.
- j. David,

We need a scalable logo we can put all the various forms, reports, etc. Perhaps one in .jpg or .gif?

- k. On 10-01-18. David Brown sent an email to Directors.
- l. The text of David's 10-01-18 email is shown in item 2.m. below.
- m. Directors

After a bit of squeezing and maneuvering, here is my take on the 2019 STLRC application form. I made a slight reduction in the space between the lines where you write info. Content is the same, but with a new logo

BTW, the latest directors meeting minutes (and all previous as well) are now on the website

David

- n. A "snipped" version of the one-page attachment to David's 10-01-18 email which concerned the draft 2019 STLRC application form is shown on page 11 of these minutes.
- o. On 10-02-8, Wayne Marsh sent an email to all Directors. The text of Wayne's 10-02-18 email is shown in item 2.p. below.
- p. Fellow Directors:

This email is in response to the following recent emails.

- David Brown's 09-21-18 email which transmitted eight draft designs for possible STLRC Business Cards and a draft design for a STLRC Flyer.
- David Brown's 09-23-18 email which transmitted David's "The Way I Would Like To Proceed."
- Jim Cobb's 09-23-18 email which stated, "David, We need a scalable logo we can put on all the various forms, reports, etc."
- David Brown's 10-01-18 email which transmitted a draft 2019 Membership Application and Renewal form.

My main concerns are:

- **I believe the overall process to develop a new STLRC logo that can be used for STLRC Business Cards, STLRC Flyers, STLRC Forms, and STLRC Reports is progressing at a pace that has not permitted candid review and feedback comments from all Directors in a face-to-face Board of Directors Meeting.**
- **I realize it would be nice to have these issues resolved in time for the End of Season Ride and Potluck Picnic, but I seriously fear that our rush to meet that deadline will cause us to settle on a second rate logo.**

For example:

- All eight of the draft designs for STLRC Business Cards are merely variations (e.g., bright colors, size and style of lettering, size and emphasis on which images, etc.) that relate to our new STLRC Jerseys. But, contrary to David's expressed desire that everything STLRC does should focus on one common theme or logo, I believe the bright colors and images that are very important for a biking jersey may not be the best logo for written items such as STLRC business cards, forms and reports.
- I believe a better logo for STLRC should primarily emphasize an image of a bicycle, since we are a bicycle club. The heading that David's draft of a new STLRC Flyer and David's draft of a new 2019 Membership Application and Renewal form do not show an image of a bicycle, so I therefore do not like those drafts. The reduced sizes of the spaces on the draft 2019 Membership Application and Renewal form for applicants to input information may cause errors when viewing the actual information that was input.
- I also believe a logo should be a "fairly small" image with "minimal" wording on STLRC forms and reports, so that the logo does not overwhelm the content of the respective forms and reports.
- I personally believe the proposed use of the bright canary yellow color for the STLRC website will not enhance the appearance of our STLRC website, but rather will make it harder to read the important information actually presented on the website.

In conclusion, I suggest the following:

- **We continue to use the format and logo that we have used in previous years for our 2019 Membership Application and Renewal form for the 2018 End of Season Ride and Potluck Picnic and throughout all of 2019.**
- **We continue to use the format and logo that we have used in previous years for other 2019 Forms, and Reports.**
- **We slow down and thoroughly review and discuss possible new logos, that may not be identical to our STLRC Jerseys.**
- **The target time frame for development of a new logo could be in time for presentation at the Annual Meeting in March 2019 and would allow time for us to listen to feedback from the membership at large before a final decision is made.**

Thank you for considering my concerns and suggestions.

Wayne

- q. In response to Wayne's 10-02-18 email, David Brown added two images of bicycles to his 10-01-18 draft 2019 STLRC application form.
- r. A "snipped" version of the one-page attachment to David's follow-up email which concerned David's revised draft 2019 STLRC application form is shown on page 12 of these minutes.

3. 10-12-18 BOD Meeting Minutes Item 3, New STLRC Logo:

- a. David Brown stated that the primary purposes of the 10-12-18 BOD Meeting were to discuss and agree upon whether STLRC should adopt a new logo, and if that decision were yes, then discuss and agree upon what should the logo be.
- b. Wayne Marsh stated that he personally still favors continuing to use the STLRC Logo (as shown below) that STLRC has used since 2012.

- c. David Brown said that the STLRC Logo used since 2012 had been developed by Peggy Wald, Darryl Fabick and himself using generic clip art, and perhaps it was time to update that logo.
- d. Wayne said that the main reasons he still favors the existing STLRC logo shown in section 3.b. on page 4 are:
 - i. The existing logo has been used since 2012, and STLRC members are accustomed to seeing the logo.
 - ii. The existing logo is simple in design, and it features a bicycle, both of which Wayne believes are paramount features for a STLRC logo, since STLRC is a bicycle club.
 - iii. The existing logo can be easily displayed in different sizes, depending upon the respective documents that will display the logo, particularly the many output reports from our current Microsoft Excel Workbook used for STLRC membership data and numerous other Microsoft Workbooks used to gather and report other STLRC items of information.
- e. Wayne distributed paper copies of numerous examples where the existing logo has been used since 2012 and he also showed many examples of output reports from the Microsoft Excel Workbook used to record membership data.
 - i. Annual Membership Application and Renewal form.
 - ii. Waiver Form for Non-Member Cyclists.
 - iii. STLRC Annual Meeting Agenda.
 - iv. STLRC Annual Statistical Items of Interest.
 - v. Board of Directors Meeting Minutes.
 - vi. The Sign-In Checklist form, which is a "Sheet" from the Microsoft Workbook of STLRC membership data, that is used by ride coordinators to record the names of attendees for the respective STLRC events.
 - vii. Other output reports from the Microsoft Excel Workbook of STLRC membership data.
 - 1. Member Phone Numbers "Sheet."
 - 2. Member Cell Phone Numbers "Sheet."
 - 3. Member Street Addresses and Email Addresses "Sheet."
 - 4. Member Status "Sheet" which shows the respective dates the members joined STLRC and the respective months in which the membership dues were received, which feeds the Financials "Sheet" which displays current financial details throughout each year.
 - viii. STLRC Jersey Order Form.
 - ix. Spreadsheet which shows the name and contact information for who purchased STLRC Jerseys, by respective jersey sizes, and the amount paid to STLRC.

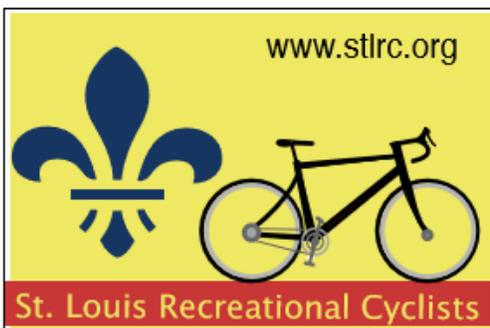
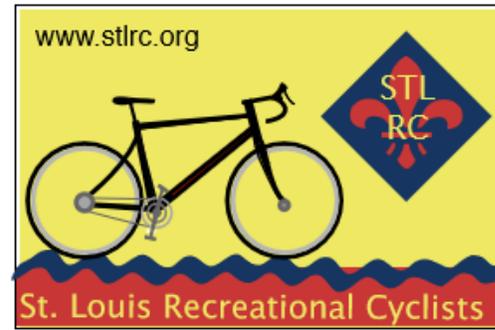
- f. After a lengthy discussion, the consensus of the Directors present was that it would be acceptable to continue to use the existing small logo shown in section 3.b. on page 4 for internal reports such as the output reports from the Microsoft Excel Workbooks, but that for external use, it would be desirable to have a consistent STLRC logo such as the drafts of a new STLRC Business Card that Cliff Heggs had developed.
- g. Jim Cobb said he thought we should first decide if we actually wish to “re-brand” our club with a new STLRC logo.
- h. After discussion, the majority of the Directors present said they believed STLRC should, in fact, “re-brand” itself with a new STLRC logo.
- i. Directors present then discussed their personal likes and dislikes of the various draft logos that Cliff Heggs had developed for a new STLRC Business Card as shown on pages 8 and 10 of these minutes.
- j. After extensive discussion, Jim Cobb made a motion that we should adopt the following three logo representations. The motion was seconded by Pat Cannon.
 - i. The Business Card Logo that is shown as Card 2 on page 10 of these minutes should be used for STLRC business cards.
 - ii. The revised logo that David Brown developed as a draft for the 2019 Annual Membership Application and Renewal form, i.e., the logo shown on page 12 of these minutes should be used for external items such as the 2019 Membership Application & Renewal form.
 - iii. The logo that David Brown had used to develop a draft STLRC flyer as shown on page 9 of these minutes should be used for STLRC flyers, with the following revisions.
 - 1. The abbreviated logo shown at the bottom of page 13 of these minutes should be used at the top of the flyer.
 - 2. The large bicycle frame shown on the bottom of the flyer should be removed.
 - iv. The motion concerning the above described three logo representations was passed by a vote of 7 to 1 of the Directors present.
- k. Wayne Marsh said that he had used the small previous STLRC logo on the 2019 Membership Application and Renewal form that he had attached to the 10-10-18 email that had been sent to all 2018 STLRC members regarding the upcoming End of Season Ride and Potluck Picnic scheduled for 10-16-18 and that he had also given Patti Brumleve 50 paper copies of the same 2019 Membership Application and Renewal form for use at the End of Season Ride and Potluck Picnic.

- i. The consensus of the Directors present was to accept 2019 Membership Application and Renewal forms (i.e., which uses the previous STLRC small logo as shown in section 3.b. on page 4) that will be received at the End of Season Ride and Potluck Picnic, and then begin using the 2019 Membership Application and Renewal form that is shown on page 12 of these minutes, which should also be in time for use at the Mississippi Valley Bike and Outdoor Expo in January.

4. Mississippi Valley Bike and Outdoor Expo:

- a. Patti Brumleve said that she had submitted the forms to reserve a booth at the Bike and Outdoor Expo, which is scheduled for Saturday and Sunday, January 12-13, 2019.
- b. Jim Cobb said that on 09-22-18, he had submitted a check, in the amount of \$165.00, to Terrain Magazine to reserve a 10x10 booth at the January 12-13, 2019 Bike and Outdoor Expo at St. Louis Union Station.
- c. Patti Brumleve suggested that STLRC may want to purchase a banner which advertises STLRC for use at the Bike and Outdoor Expo. After discussion, the Directors present agreed to authorize the purchase of such a banner, up to a cost of \$500.00.
- d. David Brown said that he would work with Cliff Heggs to develop the banner to be used at the Bike and Outdoor Expo. David also stated that copies of the new 2019 Membership Application and Renewal form, complete with the new STLRC logo, should be made available for use at the STLRC booth.
- e. Patti Brumleve also suggested that STLRC may want to rent, borrow, or purchase a plain blue cloth to cover the table that will be provided for STLRC's use at the Bike and Outdoor Expo. Patti agreed to look into securing such a cloth for the table.
- f. Patti Brumleve said that she would develop a sign-up form that could be used at the End of Season Ride and Potluck Picnic on 10-16-18 for STLRC members to sign up for being willing to staff the STLRC booth at the Bike and Outdoor Expo. The Expo is scheduled to be open from 1:00 p.m. to 6:00 p.m. on Saturday, 01-12-19 and from 10:00 a.m. to 4:00 p.m. on Sunday, 01-13-19.
- g. It was suggested that a minimum of two STLRC members, one male and one female, should be assigned for each staffing period. It was also suggested that the staffing personnel should wear their STLRC Jerseys.
- h. Patti Brumleve also agreed to develop a list of talking points for use by STLRC staffing personnel at the Expo.

Attachment to David Brown's 09-21-18 email concerning eight variations of business cards



Business Card size 3" x 2"

Attachment to David Brown's 09-21-18 email
concerning a draft design for a STLRC flyer

St. Louis Recreational Cyclists

www.stlrc.org



STLRC, a cycling group in the metropolitan St. Louis, Missouri area.

WHY RIDE WITH US?

Offering rides for all ability levels

Fun and Friendship

Ride various routes in the St. Louis area

Weekday Morning Rides

(Both on Roads and Trails)

Helmet required.

*Riders who want to join may do so by filling out an application
(includes waiver)*

Cost is \$10 per year

WE WELCOME YOU!



MORE INFORMATION AT
stlrc.org

STLRC is affiliated
with
League of American
Bicyclists

St. Louis Recreational Cyclists

Attachment to David Brown's 09-23-18 email which showed the two business card ideas that received favorable ratings from Directors

Proposed STLRC Business Cards



Card 1



Card 2

Attachment to David Brown's 10-01-18 email which showed David's draft 2019 Application form

St. Louis Recreational Cyclists



 2019 Membership Application (Please complete all items)

 2019 Membership Renewal (Input printed name, signature, date, & changed items)

In consideration of being permitted to participate in any way in St. Louis Recreational Cyclists ("Club") sponsored Bicycling Activities ("Activity") I, for myself, my personal representatives, assigns, heirs, and next of kin:

1. **ACKNOWLEDGE**, agree, and represent that I understand the nature of Bicycling Activities and that I am qualified, in good health, and in proper physical condition to participate in such Activity. I further acknowledge that the Activity will be conducted over public roads and facilities open to the public during the Activity and upon which the hazards of traveling are to be expected. I further agree and warrant that if, at any time, I believe conditions to be unsafe, I will immediately cease further participation in the Activity.

2. **FULLY UNDERSTAND** that:
 - a. **BICYCLING ACTIVITIES INVOLVE RISKS AND DANGERS OF SERIOUS BODILY INJURY, INCLUDING PERMANENT DISABILITY, PARALYSIS AND DEATH ("RISKS");**
 - b. these risks and dangers may be caused by my own actions or inactions, the actions or inactions of others participating in the Activity, the conditions in which the Activity takes place, or **THE NEGLIGENCE OF THE RELEASEES" NAMED BELOW;**
 - c. there may be **OTHER RISKS AND SOCIAL AND ECONOMIC LOSSES** either not known to me or not readily foreseeable at this time, and I **FULLY ACCEPT AND ASSUME ALL SUCH RISKS AND ALL RESPONSIBILITY FOR LOSSES, COSTS AND DAMAGES** I may incur as a result of my participation in the Activity.

3. **HEREBY RELEASE, DISCHARGE, COVENANT NOT TO SUE** the Club, the League Of American Bicyclists (LAB), their respective administrators, directors, agents, officers, members, volunteers, and employees, other participants, any sponsors, advertisers, and if applicable, owners and lessors of premises on which the Activity takes place, (each considered one of the "RELEASEES" herein) **FROM ALL LIABILITY, CLAIMS, DEMANDS, LOSSES, OR DAMAGES ON MY ACCOUNT CAUSED OR ALLEGED TO BE CAUSED IN WHOLE OR IN PART BY THE NEGLIGENCE OF THE "RELEASEES" OR OTHERWISE, INCLUDING NEGLIGENT RESCUE OPERATIONS, AND I FURTHER AGREE** that if, despite the **RELEASE AND WAIVER OF LIABILITY, ASSUMPTION OF RISK AND INDEMNITY AGREEMENT** I, or anyone on my behalf, makes a claim against any of the Releasees, I **WILL INDEMNIFY, SAVE, AND HOLD HARMLESS EACH OF THE RELEASEES** from any litigation expenses, attorney fees, loss, liability, damage, or cost which any may incur as the result of such claim.

I AM 18 YEARS OF AGE OR OLDER (IF A CYCLIST IS UNDER 18, THE ADULT SPONSORING THE CYCLIST UNDER 18 SHOULD ALSO SIGN THE WAIVER), HAVE READ AND UNDERSTAND THE TERMS OF THIS AGREEMENT, UNDERSTAND THAT I AM GIVING UP SUBSTANTIAL RIGHTS BY SIGNING THIS AGREEMENT, AND HAVE SIGNED IT VOLUNTARILY AND WITHOUT ANY INDUCEMENT OR ASSURANCE OF ANY NATURE AND INTEND IT TO BE A COMPLETE AND UNCONDITIONAL RELEASE OF ALL LIABILITY TO THE GREATEST EXTENT ALLOWED BY LAW. I AGREE THAT IF ANY PORTION OF THIS AGREEMENT IS HELD TO BE INVALID, THE BALANCE, NOTWITHSTANDING, SHALL CONTINUE IN FULL FORCE AND EFFECT.

NAME (Printed): _____ SIGNATURE: _____

(Sponsor's Name & Signature if applicable): _____

ADDRESS: (Street) _____

(City) _____ (State) _____ (Zip) _____

PHONE: () _____ CELL PHONE: () _____ EMAIL: _____

1st EMERGENCY CONTACT: _____ RELATIONSHIP: _____ PHONE: () _____

2nd EMERGENCY CONTACT: _____ RELATIONSHIP: _____ PHONE: () _____

DATE: ____/____/____ MEMBERSHIP FEE: \$10.00 per year (period covered January 1 through December 31)

Make membership check payable to: St. Louis Recreational Cyclists

Mail completed form and membership fee to: Patti Brumleve, 15574 Parasol Drive, Chesterfield, Missouri 63017-7462)

Attachment to David Brown's email which showed David's revised draft 2019 Application form



St. Louis Recreational Cyclists

 2019 Membership Application (Please complete all items)

 2019 Membership Renewal (Input printed name, signature, date, & changed items)

In consideration of being permitted to participate in any way in St. Louis Recreational Cyclists ("Club") sponsored Bicycling Activities ("Activity") I, for myself, my personal representatives, assigns, heirs, and next of kin:

1. ACKNOWLEDGE, agree, and represent that I understand the nature of Bicycling Activities and that I am qualified, in good health, and in proper physical condition to participate in such Activity. I further acknowledge that the Activity will be conducted over public roads and facilities open to the public during the Activity and upon which the hazards of traveling are to be expected. I further agree and warrant that if, at any time, I believe conditions to be unsafe, I will immediately cease further participation in the Activity.
2. FULLY UNDERSTAND that:
 - a. BICYCLING ACTIVITIES INVOLVE RISKS AND DANGERS OF SERIOUS BODILY INJURY, INCLUDING PERMANENT DISABILITY, PARALYSIS AND DEATH ("RISKS");
 - b. these risks and dangers may be caused by my own actions or inactions, the actions or inactions of others participating in the Activity, the conditions in which the Activity takes place, or THE NEGLIGENCE OF THE RELEASEES" NAMED BELOW;
 - c. there may be OTHER RISKS AND SOCIAL AND ECONOMIC LOSSES either not known to me or not readily foreseeable at this time, and I FULLY ACCEPT AND ASSUME ALL SUCH RISKS AND ALL RESPONSIBILITY FOR LOSSES, COSTS AND DAMAGES I may incur as a result of my participation in the Activity.
3. HEREBY RELEASE, DISCHARGE, COVENANT NOT TO SUE the Club, the League Of American Bicyclists (LAB), their respective administrators, directors, agents, officers, members, volunteers, and employees, other participants, any sponsors, advertisers, and if applicable, owners and lessors of premises on which the Activity takes place, (each considered one of the "RELEASEES" herein) FROM ALL LIABILITY, CLAIMS, DEMANDS, LOSSES, OR DAMAGES ON MY ACCOUNT CAUSED OR ALLEGED TO BE CAUSED IN WHOLE OR IN PART BY THE NEGLIGENCE OF THE "RELEASEES" OR OTHERWISE, INCLUDING NEGLIGENT RESCUE OPERATIONS, AND I FURTHER AGREE that if, despite the RELEASE AND WAIVER OF LIABILITY, ASSUMPTION OF RISK AND INDEMNITY AGREEMENT I, or anyone on my behalf, makes a claim against any of the Releasees, I WILL INDEMNIFY, SAVE, AND HOLD HARMLESS EACH OF THE RELEASEES from any litigation expenses, attorney fees, loss, liability, damage, or cost which any may incur as the result of such claim.

I AM 18 YEARS OF AGE OR OLDER (IF A CYCLIST IS UNDER 18, THE ADULT SPONSORING THE CYCLIST UNDER 18 SHOULD ALSO SIGN THE WAIVER), HAVE READ AND UNDERSTAND THE TERMS OF THIS AGREEMENT, UNDERSTAND THAT I AM GIVING UP SUBSTANTIAL RIGHTS BY SIGNING THIS AGREEMENT, AND HAVE SIGNED IT VOLUNTARILY AND WITHOUT ANY INDUCEMENT OR ASSURANCE OF ANY NATURE AND INTEND IT TO BE A COMPLETE AND UNCONDITIONAL RELEASE OF ALL LIABILITY TO THE GREATEST EXTENT ALLOWED BY LAW. I AGREE THAT IF ANY PORTION OF THIS AGREEMENT IS HELD TO BE INVALID, THE BALANCE, NOTWITHSTANDING, SHALL CONTINUE IN FULL FORCE AND EFFECT.

NAME (Printed): _____ SIGNATURE: _____

(Sponsor's Name & Signature if applicable): _____

ADDRESS: (Street) _____

(City) _____ (State) _____ (Zip) _____

PHONE: () _____ CELL PHONE: () _____ EMAIL: _____

1st EMERGENCY CONTACT: _____ RELATIONSHIP: _____ PHONE: () _____

2nd EMERGENCY CONTACT: _____ RELATIONSHIP: _____ PHONE: () _____

DATE: ____ / ____ / ____ MEMBERSHIP FEE: \$10.00 per year (period covered January 1 through December 31)

Make membership check payable to: St. Louis Recreational Cyclists
Mail completed form and membership fee to: Patti Brumleve, 15574 Parasol Drive, Chesterfield, Missouri 63017-7462

Final STLRC Logo Variations Adopted in 10-12-18 BOD Meeting

Final Format for STLRC Business Cards (Business Card size 3 x 2 inches)



Final Abbreviated STLRC Logo to be used at the top of various printed material (Size will vary depending on the respective printed material.)

