

Cherry City Cyclists  
Minutes of January 11, 2012 Meeting

Attendance: Wayne Ainsworth, Eva Fallis, Sean Gould, Cheryl and Gil Hopkins, Chris (last name?), Michael Jay, Mike Nagorka, and Steve Yoder.

**Call to Order:** 6:20 PM

**Approval of Minutes:**

Minutes of the November 9, 2011 CCC Meetings were read to the Board by Cheryl Hopkins. The Board approved the minutes as submitted.

**Treasurer's Report:**

Checking account balance does not include reconciliation of Christmas Dinner expenses. Note that before the meeting Vicky Ma, Cheryl Hopkins, Michael Jay, and Mike Nagorka met at the downtown San Leandro branch of the Bank of America to transfer primary responsibility of the CCC checking account to the new Treasurer, Michael Jay.

**Membership Report:**

The club currently has 48 members and 35 memberships. These memberships will expire on March 1 unless they are renewed before that date.

**January/February Rides:**

Vicky will begin a series of "Back On Track" rides starting this Sunday at Crank2 in Pleasanton. Stephanie DiPalma will be leading a ride on the third Saturday of each month from Crank2 in Pleasanton (tandems and singles welcome). In February, Vicky and Sue plan to attend the Palm Springs Century. In addition, CCC will start a series of Meet and Greets from Endless Cycles on one Sunday each month. This short (~25 miles) ride will roll at 10:00 AM, and participants are requested to park in the east end of the parking lot. Also, Sean Gould reminded the Board that CCC members were going to ride in the Endless Cycles Saturday morning ride as a means of introducing the club to more riders in the area. Sean mentioned that he would be participating in some of those rides.

## **Ride Rewards Program:**

The meeting attendees debated how the points award program should be managed in 2012. The group decided that a semi-annual distribution of awards may help generate enthusiasm for the program, with the BOB Volunteer Ride and the Christmas Dinner being the two events in which the awards would be made available. It was decided to freeze input for the 2011 points program immediately. Awardees will be notified of their award status and asked what reward they would like to receive. The awards will be purchased in time for distribution at the February club meeting.

## **CCC Brochure**

Eva provided two versions of an updated draft of the CCC tri-fold brochure, one with color printing on white paper and the other, monochrome printing on colored paper. The attendees agreed that the color printing was the most attractive and should be used in the final version. Eva contacted one printing shop and was quoted \$320 for 250 folded color copies or \$392 for 1000 (Eva will check the pricing for the larger quantity).

Eva will send out one final revised copy, and, pending its approval, will proceed with the printing and bring the copies to the February meeting. CCC members will take the copies and personally deliver them to local area bike shops.

## **Best of the Bay 2012**

Wayne stated his desire to obtain a task and subtask list from Cheryl and Vicky to assist in planning a timeline for BOB-related activities. Ahead of that, Wayne passed out a list of tasks related to fundraising rides he found in a publication. Wayne suggested using Microsoft Excel (perhaps exported to PDF) as a widely-readable format for creating and distributing the timeline.

The first BOB planning meeting will be at the Hopkins in Castro Valley from 6:30 to 8:30 PM on Thursday, Jan. 19. Topics to discuss include Michael Jay's concept for the 2012 BOB flier; Wayne's timeline; starting up the Active.com site; Marketing; and finalizing the route (which largely centers around confirming the availability of rest stops).

Followup conversations about the 2011 BOB centered on streamlining the registration process and making it easier for the riders to understand the various route options (e.g., have a large map with all routes shown in the colors corresponding to the route sheets).

**Meeting adjourned at 7:49 PM.**