

February 4, 2018 Girls Rock Board Meeting Minutes

February Meeting

Participants: Alexis Morgan, Juliann Klein, Leslie Chow, Kelly Ogier, Sarah Jordan, Brigitte DuBurg Sue Amaral, Grace Chua and Paige Anderson (Absent: Kim Lowe)

Agenda

9:25-12:00 Main Meeting

- **Opening Remarks-President/VP**
- **Last Meeting Follow-up**
- **2018 Monthly rides and Events-President**
- **Program Updates**
 - Treasurer (Sue)
 - Marketing Report (Grace)
 - Race Curious (Sarah)
 - Ride Guides (Brigitte)
 - Fundraising Update (Kelly & Leslie)
 - Risk Management (Alexis)
- **Closing Thoughts/Next Steps**

Call to order: Juliann Klein, president, called the meeting to order at 9:25 am

Opening Remarks-Juliann

- Big thank you to everyone for a very successful Tinsel and Tread holiday party last December with special recognition to Kelly for pulling it all together! It was a huge success!
- Two members have decided to leave the board. Leslie is stepping down but is willing to volunteer and help out as her schedule will allow. Vallarie stepped down from the board but will continue to take her awesome ride pictures and do the social media postings for the rides.
- There will be some other role adjustments and Juliann requested that folks think what they want their roles to be going forward, what they can commit to, as she & Alexis are going to step back, giving others an opportunity to step up. This may include the addition of new board members or shifting of current member's roles. As always members should be looking for new folks that can help and grow the organization.

II. November Board Meeting Follow-Up

- Sue brought up issues with some motions passed at the November board meeting, specifically for insurance, t-shirts & logoed socks. The motions were lacking detail, a clear budget and implementation plan. After discussion it was decided to keep the

November minutes as is but to make a note here.

Note: Motions in November to purchase insurance, t-shirts & socks were missing crucial details like cost and vendor.

- The board will be more rigorous in approving motions going forward.
- Juliann moved to approve the minutes from the November board meeting, Paige seconded & all agreed.

III. 2018 Monthly Rides and Events (Juliann)

- **Monthly rides:**
 - Juliann working on the March ride.
 - Discussed Henry Coe again but without Specialized do not have enough guides and for GR the guides need to be women.
 - No more specifics discussed as rides are posted on the website
- **Add On events:** Juliann and Alexis are only committing to organizing the monthly GR rides. Other members will have to be responsible for all add on events.
 - March
 - 23rd-25th, IMBA Uprising event in Bentonville Arkansas. Juliann and Alexis will be attending and presenting on the success of the Girls Rock organization. From an outside perspective GR is one of the most organized women's focused mountain bike groups so they are going to present how we do it and they will also lead a ride to demonstrate specific techniques. Others are welcome to attend and if interested contact Juliann.
 - April
 - 8th, Woman's Mountain Bike Festival at Trailhouse in Santa Rosa. Independent event and free for participants. Some members showed interest in attending.
 - 14th, REI Dirt Prom at the Saratoga location. Kelly will lead the event and if folks want to help let her know. The event goal is for REI to get more customers into their store. As to how effective is it for GR, it was noted that it is important to continue to maintain the relationship with REI that has already been cultivated. Currently no ride assigned to event but discussed a potential pre-ride at Fremont Older or Saratoga Gap if someone wants to organize. Would need to route plan, find guides, etc... continue discussion off-line.
 - 18-22, Sea Otter. Have not looked into getting a table this year but if we decide to have a presence the goal would be to say who we are and to support racers. Ride with Specialized was cancelled for the month as it is too hard to find routes with the races in progress. A skills clinic or pump track training is an option to a ride. Talk with other groups doing a skills clinic, i.e. LIV? Other option could be to hang out and share with MORCA or LIV?
 - May

- 18th-Old Cabin Classic. Alexis will organize having a GR presence at event.
- **Ride co-management:**
 - Alexis will need assistance running the monthly rides for dates Juliann is on the road, specifically for March, July, August, September & October. Help needed for time keeping, basic day of assistance, announcements, clean-up, etc... **Action:** If anyone would like to contribute talk to Alexis.
 - Alexis & Juliann eventually want to back out of ride planning/executing so other folks have chance to step up and organize the rides, community decisions.

IV. Program Updates

- **Treasurer Report-Sue**
 - Announced that Freja Evans will be working with Sue and handling the accounting for GR, Welcome!
 - 2017 budget summaries were distributed. Have a positive balance as money came in in 2017 with no large organization expenditures.
 - Leslie, Sue & Freja worked up a projected budget for 2018 and after discussion some changes will be made before it can be reviewed and then approved by the board.
 - Freja will update the budget and board members need to read and approve.
 - If notice an issue when reviewing the budget call Sue and discuss directly.
 - Sue explained that once the budget is approved it is 'set'.
 - Took action on some line items so do not have to wait for final budget approval:
 - Low logoed socks, go forward, motion approved last meeting
 - Knee high socks, moved to 2019 budget
 - Coffee-removed from budget
 - Jerseys, t-shirts & H2O bottles, go forward, motions approved last meeting
- Sue only needs to know if board members need to be reimbursed for goods, not if they are donating goods/money. Donated money or goods are tax deductible.
- Discussed having a project manager for each sellable item, i.e. socks, jerseys, water bottles, to keep track of inventory & sales.
- Importance of funding Insurance & Guide training was reiterated.

2)Marketing-Grace

- Grace is modifying her role to focus on web content and communication/marketing for the monthly rides and moving away from special events/program communications. Focusing on core GR ride communications.
- Program leads will need to manage their communication needs going forward. They can communicate directly with relevant folks and write their own copy for general postings. Important items will get posted on the web.

3)Race Curious-Sarah

- Not reaching all the potentially interested folks. Need to figure out marketing and out-reach.
- Sea Otter is not a good venue for a race curious event, too much of a zoo, but can potentially promote the program if there is an opportunity. Contact GR friendly racers about doing a pre-ride enduro event some other time?
- Focusing on the Old Cabin Classic for pre-ride events and hope to have dates figured out soon, want two pre-rides in Wilder, April & May. Looking for someone to help.
- For 2018, goal is to also do 2 cyclocross and 2 enduro events for a minimum of 6 race curious events.
- Grace, can post in the GR ride announcements for the monthly rides with a way to sign-up for events and what the pre-rides will be.
- Kelly, suggested contacting MBOSC to see if they would assist in identifying novice racers for events that might want to do a clinic and send them to Sarah.

4)Guide Program-Brigitte

- 2017 Stats: 3 training days & 16 guides trained, 1 skills day (Betty) with 15 participants, 1 CPR class with 5 participants & 1 Bike repair class (Sarah) with 10 participants.
- First estimate it appears that 30-40% who did a training are coming back to guide, good range of guide skills.
- Recruitment and retention are key issues. For recruitment need better streamlined communication and wording to get the message out. For retention there are various paths to take:
 - Training, with volunteers or an official guide program
 - Rewards, such as guide a certain number of times and get a gift (1st aid kit, socks)
 - Take time at monthly rides for acknowledgements
- Once budget approved, program can spend money as needed for smaller items but will need to discuss larger training expenses.
- Still exploring options for guide training with PMBI & IMBA but expensive and does not appear to be anything local but maybe something will turn up.
- REI has a class to teach their teachers and they focus on risk management. Waiting to hear back if we can attend for free. Regardless, Brigitte will attend and incorporate into her training.
- Feb 24th is the next guide training.
- Going forward Brigitte will put guide training events into GR guide calendar and invite the board.
- Have a list of ladies that want to volunteer. Will e-mail to see if they can attend training.
- Linda Harris has agreed to help with the Guide program! Suggested maybe there needs to be another co-chair for the program beyond Linda for 3 total?
- Upcoming events: Adv Skills day (March & April), bike repair day (June or July) and 1st aid (April). Brigitte is looking for someone to take ownership and need to identify folks to start planning these events!
- Program is a priority and once budget is approved things can move forward. Kelly offered the possibility of getting donations specifically for guide training.

- Need a volunteer recruiter to pull volunteers together. Grace will touch base with a someone that had been previously identified.

5)Fundraising-Kelly & Leslie

- Leslie, Jersey sales: sold 46 of the 50 minimum order, bought 10 extra to sell later. Will buy socks on spec, not doing a pre-sale.
- Sarah, Socks: design is mostly done but need to fine tune with vendor once we commit to order. Need to cut check for Sock Guy & Sarah will take over the process once they are paid.
- Kelly, Fundraiser-How to paint with Toma Brown-50 women/party max, can do two back-to-back parties. Toma will charge a fee per head and we can charge over that. Partner with Venus distillery? Need to find venue.
- John Nobles resigned from CalStar so need to find a new contact person.

6)Risk Mangement, Alexis

- Received another insurance quote but requires more analysis before making final decision.

Action Items:

- 1.Ride co-management needed for GR rides when Juliann or Alexis are not in town
- Project managers for sellable items
- Freja, update the budget and board members need to read and approve
- If see an issue when reviewing the budget call Sue and discuss directly
- Members to take ownership for some guide training events
- New contact at CalStar
- Board meetings will be moved to Saturdays

Motions

- Kelly motioned that we make Tinsel & Tread an annual event, Sarah seconded the motion. Motion carried unanimously.
- Kelly motioned that we have the 'How to Paint' fundraiser in June or July, Juliann seconded the motion. Motion carried unanimously.

Meeting adjourned at 12:00.