

SCBMWRC Board Meeting



BOD Minutes

16th of July 2022

The special mid-July Board of Directors meeting convened at 9:05 A.M. at Irv Seaver Motorcycles.

Present were:

Eric Wolf----President
Ed Taylor----Treasurer
Warren Belkin----Secretary
Harry Hoffman----Board Member & Newsletter
Sergio Collazo----Board Member
Pete Rissman----Board Member
Henry Salari----Board Member
Gilbert Galvez----Board Member & Mileage

Not Present:

Ron Zablocki----Vice President & Membership

Guests:

None

Opening Statement:

Thank you all. We're all volunteers and I'm really excited about the new board. Everyone here has expressed ideas for the club in the past and I'm confident will be very involved.

Minutes Review:

The minutes for July (June 30 meeting) were reviewed. The minutes were approved by all attendees (Ed T. motioned, Pete R. seconded). These will be posted for the General Membership on the Web Page by the Secretary. The approved minutes are necessary for upcoming updates at the bank.

Membership Report:

Warren B. asked to review how membership numbers are reported so that the numbers may correlate each month. Presently, the additions and non-renewals do not seem to add up to the membership total. Eric expressed interest in reviewing as well. Being

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this was a special mid-month meeting, there wasn't a new membership report to review.

Ed T. asked to get copied on new member notifications when they join the club. Henry S. suggested a possible welcome package for new members. Warren B. discussed that club culture historically liked keeping the club at current membership levels, and that a decision should be made whether to actively grow membership or not. Sergio C. also discussed non-participating members, whether to recruit new active members etc. Eric W. suggested that this get discussed in more depth inside working groups.

Treasurer's Report:

Being a special mid-month meeting, the monthly treasurer's report was not updated. Ed Taylor did discuss timing for having the Secretary, new Treasurer and prior Treasurer meet at the bank to get new signature cards filed.

There was also a brief discussion about hosting the club accounting system (Quickbooks) in the cloud to support access by multiple people if necessary due to sickness or absence. There is a fee for any cloud hosted solution and no agreement was made as to whether this would be authorized. For now, Ed T. is in the middle of migrating the Quickbooks system to his computer and will validate. Warren B. suggested an automated cloud sync to backup the data once installed (e.g. Dropbox, OneDrive, iCloud etc).

There was also a discussion of investing a portion of the funds from the Rally account into an interest bearing short-term account such as a 6 month CD. Warren B. mentioned that two online banks, Capital One and Ally, have good interest rates on checking accounts.

Mileage Contest:

Gilbert G. has reached out to Rob T. to get some information on the process. Rob T. is presently out of town. The mileage contest essentially resets now that a new fiscal year has started for the club.

Pete R. asked some questions about mileage assignments. It was explained that mileage for a club ride is tracked and reported by the ride leader. Usually riders are given the same mileage amount if they attended the full ride.

Henry S. raised an idea of publishing the Top "X" mileage leaders on the web site.

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Newsletter Report:

A suggestion was raised to list in the newsletter the total "Safe miles" ridden by the club – to promote safe riding practices.

Harry H. noted that he had a new gmail account that would be useful for sending stories and photos. That address is NoWheeliesHarry@gmail.com

Harry H. also raised the idea of having proper club email addresses instead of using personal email. Warren B. explained there are fees for a full club gmail account – and the possibility of a non-profit exemption or discount – but this needs to be investigated in depth.

Harry H. was asking for small member-initiated club rides to be highlighted in the newsletter (e.g. a few members get together and go to bike training or a local ride). There was a discussion to add a safety section to the newsletter, perhaps highlighting upcoming training opportunities. There was also a discussion about whether the club should try to run some training programs periodically. This would require identifying a location (parking lot) to facilitate the training. Pete R. to contact Ryan about his prior interest in leading some training.

Harry H. also started a discussion about advertising in the newsletter. Should other dealerships be approached? Is it ok to include other Ads? The general consensus was it is fine to have adds from other sources, but not to pursue other dealerships since the club enjoys a special relationship with Irv Seaver. However, there was agreement that it would be good for members to get to know other dealerships so they don't have the opinion this is an "Irv Seaver only" club.

Website:

Henry S. is active in looking to update the website to a more modern interface. He also raised concerns about key elements being held in the name of prior club members (e.g. domain renewal and hosting renewal). He would like to get domain and gmail transferred to active club members. Warren B. raised that one issue in the past had to do with Two Factor Authentication. A mechanism to allow multiple people to access these accounts with TFA needs to be identified. Henry S. indicated this is possible with some TFA methods like Goggle Auth.

Henry S. discussed a variety of branding inconsistencies and ideas. The board had general agreement with the issues he discussed.

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Henry S. also discussed centralizing information about key club assets and membership (renewals etc.). Warren B. mentioned that a process was started by the last board to identify an online "vault" for storage of such information in a secure fashion. A system was identified but needs to be implemented.

Henry S. will be taking over Mailchimp responsibilities. He also suggested sending the newsletter in multiple forms (e.g. Mailchimp), not just listed it on the website and Facebook.

A discussed also ensued about Facebook and the duplication of data between the website and FB. Henry S. was suggesting a unified signup capability and separate ride pages. He also suggested more information get posted on ride destinations (e.g. places to eat, things to do etc.). He is planning to implement a "one-click" ride signup system. Eric W. agreed with the intent but suggested a more detailed review of FB vs Web Site happen at a future time.

Calendar:

A ride planning meeting is happening right after this board meeting. The intent is to flesh out the calendar for the coming year.

Old Business:

Nothing new to report on Old Business other than subjects discussed earlier in the meeting.

New Business:

Eric W. is implementing specialized committees to address items raised from the recent membership survey. This will allow for more focused analysis and discussion. Each committee (working group) should come back to the board with ideas.

At present, the following committees are planned:

1. Ride organization and rules. Guidelines and policies for how to conduct rides, basic safety rules, coordination and communication during the ride etc. Ron Z. to lead this workgroup. Peter R. and Harry H. expressed interested in participating.
2. Communication. All thing related to communication including the web site, Facebook, Mailchimp and other potential vehicles. Henry S. to lead this group and Serio C. expressed interest in participating.

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3. Membership. Define goals and practices. Serio C to lead this workgroup, Henry S. expressed interest in participating.
4. Promotional materials (SWAG). Branding, availability of merchandise, membership benefits etc. Henry S. expressed interest in this workgroup. Sergio C. discussed some interesting concepts around a rewards program based on club participation.

Eric W. also raised that the board insurance policy was up for renewal and he would take care of renewing same.

Eric W. suggested that the club solicit input from membership – perhaps a “question of the week”. The intent is to increase engagement from the members. Perhaps have contests or giveaways associated with this and include an Easter Egg in the newsletter. Henry S. also raised the idea of a club podcast?

The next Board meeting is scheduled on Thursday Aug 4, 2022 at 6:30 P.M. via Zoom.

The meeting adjourned at 10:03 A.M., motioned by Pete R. and seconded by Harry H.

Warren Belkin
Secretary