

Minutes of the Meeting of the Kawartha Cycling Club Executive

February 21st, 2014

In Attendance: Mike Gorman, Art Hornibrook, Craig Wilson, Deb Smith, Andrew Staneland, Deb Craven, Pat Staneland

Regrets: Gunter Meyer

1. Agenda Review
 - a) New Business Items - Mike announced that Cycling Canada is having a talent search for high performance athletes in their late teens (15-16 years). It is to take place on March 22nd, 2014 at the Sports Alliance Building in Lindsay.
 - b) Pat moved to accept the agenda. Approved by Craig. Carried.
2. Deb Craven moved to approve the minutes of Executive Meeting for January 13th and January 30th Website Proposal. Motion seconded by Mike. Carried.
3. Executive Meeting follow-up items – there were no follow-up items to discuss.
4. Financial Update: Craig distributed a new cash flow schedule reflecting the expenses for January 2014 since the previous meeting.
 - a) \$324 for D & O Insurance was paid and coverage begins March 1st.
 - b) \$85.83 was spent on postage stamps and envelopes for correspondence and sending out membership cards.
 - c) Membership – to date 14 members have signed up. A list of members will be obtained from the CCN website and each member will receive their membership card and a letter from the cycling. Art will draft the membership letter to include a welcome, links to the club website and Facebook page, contact information for each member of the executive as well as an email address. Dates for the Kawartha Lakes Classic and the AGM/Banquet will also be included.
5. Website: Andrew has been in contact with Steve and has gone ahead and started changes to the club website using Word Press.
 - a) Andrew gave a demonstration of the new website as it appears to date. It has not yet been officially launched. Information from the old site has been transferred to the new site. The new site will be more user-friendly and once it is up and running, authority will be given to the executive to make changes or add information.
 - b) It was agreed to remove the word “The” from the club logo.
 - c) Additions to the new site will include a waiver for the “Try-a-Ride”, an Event Column on the front page and usage of Google Calendar for all club activity with links to ride routes. Other additions will include a CAN BIKE section, the OCA logo of the front page, Share the Road information and link to the club’s Facebook page.
6. Facebook – no changes
7. Rides Update: Art discussed approaching Ellen Woodward to lead Trail Rides for the club and potentially adding Trail Rides as an option for KCC Members.
8. Kawartha Lakes Classic:
 - a) Community Connection – Deb Smith has been in touch with Gwen from Cable Cable who wishes to advertise the Kawartha Lakes Classic. In turn KCC will indicate Cable Cable as a sponsor for the event. Cable Cable can also advertise KCC to recruit new members via Try-a-Ride. Art and Craig will put together a potential ad.

- b) OCA event permit form due by March 1st so the event can be published in its book of events. Mike to get a copy of the form and use some of the information from last year's form to help fill out the form. Mike will also check with OCA the legality of advertising with other affiliations such as Cable Cable for the event.
 - c) Letter to approach potential event sponsors are available. Deb has handed out a number of the letters.
 - d) Anna Manson has been approached for printing the flyers/posters. Deb was concerned that potential sponsors may not respond in time for printing. Andrew suggested for those later sponsors, a sticker with their logo can be put on the posters later.
 - e) Down to Earth will provide gift bags as an incentive for early registration.
 - f) Art will speak with Gunter regarding overall organization and other potential sponsors.
 - g) Later in the spring, Art will contact CCN to set up online registration for the event.
9. Next Meeting: Monday, April 7th, 2014 at 6pm.