

**MINUTES FOR THE EXECUTIVE MEETING OF
THE KAWARTHA CYCLING CLUB**

Zoom Conference Call

Friday Sept 3, 2021 – 9:00 AM

Executive:

Director, President and Ride Coordinator – Art Hornibrook

Director, V.P. Kawartha Lakes Classic – Deb Smith

Director and Treasurer – Bill Morris, Kate Norris

Secretary – Rob Ferguson

Membership and Communications Coordinator – Penny Brown

Safety and training coordinators –Mike Gorman

Marketing coordinator– Clint Fraser

Additional Ride Coordinators: Keith Norris,

Regrets: Jim Wemyss, Gunter Meyer

1. **Call to Order – Art**

- a. Confirmation of Quorum: yes
- b. Agenda Review - Motion to Approve made by: Bill Morris, Deb Smith,
Approved: All
- c. Declaration of Conflict of Interest: none

2. **Minutes of July 23 Executive Meeting**

- a. Motion to approve made by: Kate Norris, seconded by: Penny Brown ,
approved: all
- b. Follow Up Items:
 - i. Rides to fast at the beginning of the season have smoothed out, the riders are more in a group
 - ii. Sunday ride will remain at 1:30 pm as some participants are unable to attend the morning time.
 - iii. Wednesday ride has finished for the season. A casual ride was not offered.
 - iv. Bill noted that the minutes were incorrect.

3. **Financial Update – Bill**

- a. Received Financial update
 - i. Bill reviewed the financial results sent out earlier.
- b. Motion to receive made by: Deb Smith, seconded by: Mike Gorman ,
approved by all

4. **Membership Status – Penny**

- a. Membership Update
 - i. **Membership**
 1. 82 Members
 2. 4 duplicate memberships – credit to be issued towards 2022 membership
 3. 13 outstanding COVID waivers
 4. Average age 64
 - ii. **New Member Summary**

1. 17 new members (10 in 2020, 7 in 2021)
2. 9 (53%) new members have attended one or more rides
3. Majority are interested in road, rail, touring, fitness, 5 interested in racing
4. Average age 54

iii. **Communication**

1. Two guest rider requests
2. Sat July 31 "C" ride, did not attend
3. Thurs, Aug 26 Touring ride
4. One member who has not attended any rides last year or this year, unsubscribed to KCC's emails
5. Welcome emails sent to two new members

b. Ride attendance as of August 31, 2021)

Type	Average Attendance	Number of Rides Scheduled	Cancellations- weather related
Trail	9	11	1
Touring	10	8	2
Fast Sunday	5	6	1
Casual Sunday	6	3	1 Note - No rides since end of July
"C" Rides	4	7	
Wednesday Evening Fast	4	3	2

c. **Strava Members**

- i. Actual KCC Members signed up –58 (71%)
 1. (2 are not members, 1 duplicate)
- ii. Discussion of names on Strava but not members of KCC:
 1. Suggestion by Kate that non-members be allowed to join allowing the use of the Strava Club as a marketing tool.
 2. Currently the Club is used as an invitation vehicle, for members to let ride leaders know who is planning to attend the ride.
 3. Agreed to continue to require KCC membership to join but change the Strava Introduction so it encourages non-members to join the Club and directs to the website.

5. Executive role proposal discussion

- a. Art prepared and updated description of executive roles. In some areas, responsibilities have been shifted from one position to another with the intention of making some positions such as the presidents' responsibilities more manageable.
 - i. The president's role should be more of a leadership role, and actual tasks left to other supporting executive positions
- b. General communication:
 - i. It was agreed to stop the Mail Chimp weekly ride updates,

- ii. Secretary's role will be updated to include maintenance of the Club's record book.
- c. Discussion of Roles in upcoming year
 - i. Andrew Staneland: Co-President, Ride Coordinator / Event coordinator
 - ii. Combined Marketing and Website: Kate Norris,
 - iii. Treasurer: Kate Norris however we will attempt to source new executive for this and other roles
- d. Revised Role document to be sent out to the Executive for approval followed by a membership Mail Chimp, specifically related to the vacant positions available, featuring one role available at a time

6. Marketing: Clint Fraser

- a. Discussion regarding advertising will be delayed until next year's club beginnings
- b. Clint displayed a sample poster for bicycle stores, libraries, community centers, grocery, and hardware stores.
- c. Clint to start with the local bike stores this fall.
 - i. Suggested future club pictures could show diversity of bike wear as well as people. Although most liked the KCC jersey shot.

7. Ride experience discussion

- a. Vaccination requirements discussion
 - i. The executive approved the following statement to be used on future Strava invitations:
 - 1. "It is strongly recommended that riders be double vaccinated."

8. Kawartha Lakes Classic Update – Deb Smith

- a. Fundraising closing in on \$20 000 (the goal set)
- b. Cycling club purchased a brick

9. Next Meeting Confirmation – All

- a. Date and Time: 9 PM Friday, October 15, 2021

10. Motion to adjourn: Rob Ferguson