

## 3RBC Minutes

12/13/2010

### Attendees:

Doug Strong, John Ittner, Andy Miller, Dave Berkowitz, Mark Showalter, Carleen Hanscom and Jeff Petersen

Meeting was opened by approving the November 8<sup>th</sup>, 2010 minutes and it was moved by John, seconded by Carleen and it was unanimously approved.

Copies of the original budget with Jeff's notes were provided to all attendees to clarify questions that were brought up at the last meeting. The questions that were brought up during the approval process for the budget were addressed by Jeff.

The 3RBC meetings have been changed to meet the 2<sup>nd</sup> Tuesday of each month beginning January 11, 2011.

### Community Activities attendees were involved with since the last meeting:

Carleen met with Jose Hernandez, who works for Pasco School District, and he had brought up the topic that some communities are involved with bike rodeos. These are neighborhoods in Pasco that want to cycle to school or wherever. There may be some additional rodeo opportunities in Pasco neighborhoods.

Doug was talking to Phil about anything he may be aware of and they are looking at the Share the Road signs and opportunities with the new road project at Queensgate and Columbia Park Trail. This is part of a project with Keene Road that will make it a little safer going around that corner. It looks like with the annexation there is a proposed path that will go by the wineries.

### Revised Budget:

Everyone was provided the revised budget that included the Inland Empire Century income of \$500 and sponsorship of \$15,000 equal to the cost of the education materials. The \$15,000 sponsorships will tie to the \$15,000 in educational materials under expenses.

Memberships - business, individual and families are separate categories and could come over to donations depending upon tax issues.

We have removed expenses such as Meals & Entertainment and the promotional expenses.

There are two issues involved in regards to the Reflective Vests to be discussed at the next meeting:

1. Mass producing it
2. Just producing it for those around the table

This issue was tabled as it will be an outcome from the bigger discussion as far as where are we headed and what are going to do on the promotional side. There are a few

members interested in buying one out of their own pockets that would not affect the budget.

The budget was approved at the last meeting and each quarter or mid-year the budget will be reviewed again.

Strategic Planning:

We have prioritized educational materials, LCI Development and Safe Routes for Schools. The membership fees and donation will support funding for our Strategic Plan.

Membership and an awareness campaign for the 3RBC should be completely different than the community efforts with education. To deliver the messages we should do as much as we can for free to get the word out. Right now KNDU is allowing you to submit information on events and they will put it on the air for free. This program is sponsored by American West Bank. We may have a chance for qualifying for this and it's pretty simple to register for it. We could also go to different Public Relations Departments to get the word out about what we are doing as well and talk about who we are and our mission and what our specific activities are.

The Share the Road signs that we accomplished last year was helpful because we had a focus and immediate success. We agreed that we should continue to have an annual specific and visible focus that builds our community awareness of our activities.

The next step is to create a media plan and map out a schedule of actions that we should take consistent with the plan along with a timeline so the events do not sneak up on us.

Should we would look at those who already support us and do some outreach before we launch into this? We could go to the local clubs first then when we launch into the media we may already have people out there chatting about it.

Chinook now has a Facebook page and we are linked to them and talking with them about some of the activities that we are doing. There is also the 3 Rivers Road Runners that we should probably get more involved with and keep informed of our activities.

Annual Event: - The Tri-City Bicycle Club used to provide support for the Inland Empire Century event with Kiwanis being the lead organization.

The 3RBC has agreed to assume the support responsibility.

As part of our involvement, we could potentially get a cross-over from both a marketing and membership standpoint.

This could be used as a marketing event because Inland Empire Century event is the largest gathering of cyclists in the Tri-Cities. Anytime there is a registration or people have to show up in a central location for an event that is a good opportunity to get the word out. Because this is a Kiwanis event, we are not allowed to have an optional membership to 3RBC included in the entry form because of the different organizations

helping with this. We also need to have a brochure that people can take home with them like we have on our website. John said we can place our brochure and membership applications at the IEC registration table for riders to pick up.

We discussed providing a smaller, community ride for local neighborhoods that could be done in one day and not require a whole lot of funding and volunteers. Especially now with Group Health being in our area and wanting to get their name out, we may be able to go to them and have them sponsor the event or be the main sponsor.

A few other ideas for community involvement:

Ride to School for kids - each time a child rides their bike to school they receive a punch on a card and when the card is full they get a prize or something.

Commute Challenge – to have people ride their bikes to work instead of driving.

Ride to a Place – and the destination place may be willing to sponsor the event. We could ride to a coffee house, store, restaurant or something.

There is annual Adventure Challenge that we have the opportunity to get involved with as well that is run by the chamber and is family oriented. We may also try to set up a activity either before or after the event just get all the participants involved even though this event was designed for the participants to start wherever they are at, home, work, etc. or do a side event for families to teach them about riding, safety, etc.

It is 3RBC consensus to do our own small, family event in the community and not a big event.

The Special Event Committee members are Carleen, Dave and Andy, to get together for this type of event sort out ideas.

#### Sponsors & Memberships:

In terms of supporting our movement, there could be different levels of sponsorship programs and we want something that is for smaller donations as well.

Three different types of memberships: Individual/Family, Organizations and Business.

We could have regular membership at different levels such as an entry, regular, and enhanced and title sponsorships with a spot on our website. The level of recognition could be determined by the amount that was donated.

We could also start gathering email address as we speak to people and could add more value to our sponsors about the upcoming events to get more interest in the events as well.

We could have a fund raising push each fall to allow people to donate as well as possibly receiving a tax write off for the year of donation.

There could also be different levels of memberships for different dollar ranges that receive different items at each level, such as a bumper sticker, water bottle, vest, etc.

The Membership Development Committee members are John Ittner, Mark Showalter and Doug Strong. The Membership Committee will meet to develop a membership plan for presentation to the Board at the January meeting.

Respectfully Submitted:

-----signed by John P. Ittner-----  
Secretary/Treasurer