

## **Overland Board Retreat – 2/4/17**

Board Members Present – Katherine Edelblut, Sean Keithly, Todd Thibodeau, Joe Preston, Andy Tomaszewski, Kent Leier, Thuan Nguyen (present inn

Board Members Excused – Thuan Nguyen

Non-Board Members Excused – Kenny Bearden

Non-Board Membrs Present – Mick Syzek

## **2017 Budget**

Todd moved to approve the 2017 budget, Kent seconded, board unanimously approved

## **Fundraising Plan**

Andy and the Board reviewed the fundraising plan developed by Kenny

The Board agreed that is was a good plan for the 1<sup>st</sup> year of putting such a plan together

## **Board Survey Review and Common Goal Introduction**

Andy reviewed the board survey and asked for feedback

## **SWOT – Club Overview**

### Strengths

- Paid employee
- Core group of volunteers
- Good relationships with land agencies
- Awesome people
- We live in a great area
- Rider driven/rider focused
- Cross state organization
- Strong board
- Good vision/strategic plan
- Committees: trail and patrol
- Patrol Group – Ambassadors

### Weaknesses

- Low volunteers to member ratio
- Communication with members
- Not enough emphasis on advocacy
- Fundraising manpower and focus
- Time constraints on members
- Communication
- Membership retention
- Engagement
- Why join?
- Cross state org.
- Wednesday ride

## Opportunities

- Coordinate with other orgs/govs
- Fundraising
- Trail Projects
- Regional spotlight
- Communication/advertising outside of MTB groups
- Loveland trail plans
- Drawing from Denver outside NOCO
- Eastern growth
- Leverage underutilized terrain
- Fat bikes
- WNR
- Growing youth advocacy
- E-bikes
- Partnerships with other trail groups
- More social rides/monthly trips
- Gravel rides/bike packing

## Threats

- Competing for people/resources/\$
- Hikers
- Horses
- Land owners
- Land agencies – slow change
- User conflict/negative image
- Fundraising vs. expense to club
- Fat bikes
- E-bikes
- Dirt bikes
- IMBA -Uncertainty with Leadership
- WNR

## Take Aways

- Time management/expectation management
- Improving communication
- Improve club image/ambassadors of the sport
- Start riding clinics
- E-bike policy
- Fiscal Responsibility
- Maximizing partnerships

## **SWOT – Financial Focus**

### Strengths

- Board Members
- Kenny
- Partner Program
- Number of members

### Weaknesses

- Foundation Contacts
- Other fund raising activities
- Club Expenses
- Donations
- Relationships with benefactors
- Membership retention
- Promoting club activities
- Narrow focus of club

### Opportunities

- Foundation board pairing
- TOC
- State Grants – GOCO
- Online store
- Services for hire
  - o Clinics
  - o Drone
- Other fund raising activities
- Membership
- Fully realize investment in executive director
- Partner program sponsorships
- Paid trail crew

### Threats

- Kenny
- TDF
- IMBA
- Outgoing grant money
- Board stability over long term

### Take Aways

- Targets for board members
  - o Foundations, businesses, people
- Improve board performance on fund raising
  - o Have dialog at every meeting about fund raising

### **SWOT – Member Focus**

- Why Overland
  - o Find people to ride with
  - o Club rides and monthly destination rides
  - o Improve skills
  - o Stewardship of trails
  - o Mountain bike advocacy
  - o Volunteer opportunities
  - o Improve image of sport
  - o Stay healthy
  - o Influence the direction of new trails
  - o Join to patrol
- Take Aways
  - o Brochure distribution
  - o Incorporate logo and tag line more
  - o Andy will write something up about why we are members of Overland

## **SWOT – Communication and Management Focus**

### **What needs to be done**

- Social Media Posts
- Newsletter – write and send
- Calendar – updates and maintenance
- Website updates
- Distribution of brochures and print material
- Creation of print material
- Tooth or Consequences
- Work through bike shops to get message out

### **Actionable items**

- Kenny continues to do newsletter and seeks input from board members for content
- Every board member, Mick, and James gets access to post material on social media
  - o Thuan will get everyone access to post to facebook
  - o Pete will get everyone access to instagram
- Joe will take care of website maintenance
- Joe will take care of calendar additions
- The board will distribute print materials as needed
- Andy will be making a power point for the kick off party
- Mick and Kenny will handle distribution of materials to bike shops in Fort Collins and Loveland
- Kent and Katherine will handle distribution of materials to Greeley
- Andy will handle distribution of materials to Estes Park
- Todd will handle distribution of materials in Wyoming
- Katherine will talk to IMBA about how to get people signed up at the kickoff
- Board members will distribute posters to bars on Monday