

**OMBC Board Minutes 3/19/2018**

Call to order - 6:39 PM

Board Members present: Sean Keithly, Todd Thibodeau, Robbie Jackson, Joe Preston, Kent Leier

Board Members not present: Tyson Kaman, Marie Walsh

Non-Board Members present: Mick Syzek (Trails Committee Chair), Kenny Bearden (Club Administrator), Katherine Edelblut (Communications Committee)

**Agenda Items**

- 30 minutes - Communication/marketing overview w/Katherine
- 5 minutes - Admin Update
- 5 minutes - Financial Update
- 10 minutes – Kickoff Meeting
- 30 minutes – Spring Membership Drive
  - @Scheels and Rei
  - Outreach Days at Trailheads
  - Tast of FoCo, Brewfest, Cheyenne
- 10 minutes - Board election
- 15 minutes – Updates
  - Monthly Club Meetings
  - Development Committee
  - Destination Rides
  - Youth
  - Patrol
  - Trails
  - Communication
  - TOC 2018
- 5 minutes - Open discussion

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## **Begin Meeting Record:**

### **Admin Update/Fundraising**

- Business Partner Program updates
  - o Several new partners & associated sponsorships
  - o Board members asked to actively seek 1-2 new BPPs (ask Kenny if assistance needed with targeting)
- 2018 Tour de Fat is happening Saturday, Sep 1 at New Belgium; initial meeting to take place week of 3/26 to review more details
- Development committee had second meeting with 6 attendees
- Advocacy group:
  - o Next meeting is Wed, Mar 21
  - o No additional updates
- 2018 Tooth or Consequences:
  - o Sponsorship push being made now through Apr
- Kenny gave an advocacy talk at NBB – may also do a similar condensed version at the Season Kickoff
- IMBA Local contract has been signed and returned – MOU for our CO region council is still being finalized – will send to board for review as soon as it is ready

### **Financial Update**

- Balance is up
- Savings: \$70,842.43
- Checking as of 3/19/2018: \$8,512.25

### **Kickoff Meeting**

- Venue, food taken care of (food to be ordered tomorrow)
- Robbie: hats; Joe: flags; Katherine: Swag
- Need a short agenda
  - o Intro (Kent)
    - Emphasize social aspect, having fun, as well as club mission etc.
  - o Updates: Patrols, Trails, YC
  - o TOC
  - o Wrap-up (Kenny)
    - Membership plug
    - Advocacy
- Include slideshow to run throughout (Kenny to assemble pictures)
- Need laptops / ipads for registration
- Joe to email flyers to be printed & posted

### **Communications / Marketing Strategy (Katherine)**

- Update on committee activity and input
  - o Committee thought that Club should push its message of advocacy to the general public – not being sufficiently heard
  - o Website critique:

- Needs to feel more “fun”, looks too “government”
  - Events should be more prominent (including patrols, trail work, etc.)
  - New photo gallery
- FB: Need to do a better job of highlighting events; include content not directly related to OMBC
- Newsletter: The Club does well with this; should be linked to FB
- Managing marketing / comm needs of club: Need volunteers, clear assignments
- Website – potential redesign options, content updates
  - Board to look at potential new Wordpress themes
    - Robbie & Joe to head up initial effort

### Spring Membership Drive

- Development committee takeaway: Membership can be much more than present numbers
- Coincides with IMBA effort
  - Scheels, REI have committed to giving us opportunities to promote membership in-store
  - Other events: Open Streets, New West Fest, etc. (some events may cost a nominal amt.)
    - Kent: Board members should give short presentations to some of the other groups around town (970 racing, 1<sup>st</sup> City, Peloton, NCGR, Team BOB, Fort Follies, Shredding Betties, Rubber Side Down, Cyclismo, CSU Mtb Team [Alan Schenkel contact], Spinderella, Monthly Cycle...others?)

### Board Election

- Still need to meet our requirement of 40% of club membership voting (about 2/3 of the way there)

### Updates

- *Monthly Club Meetings*
  - Potential venues:
    - Wolverine (\$25/hr)
    - Hop Grenade (midtown) – Open to April / May dates
    - Rally King
    - NBB (we’ll ask for two dates; need to give them specifics)
    - Avo’s? (busy)
    - Bike shops?
  - Still need to pick a day of the week (Thursday nights may be tough in terms of finding venues)
  - **Motion to have club meetings on 1<sup>st</sup> Thursday of every month (Todd). Second (Kent). Passes unanimously.**
- *Development Committee*
  - Detailed above. Kent will reach out to assign tasks.
- *Destination Rides*
  - Under control; Canon City next (April – confirm with Tyson)
- *Youth*

- In good shape to work with two different schools; Sean to promote at kickoff; Coach training set for 3/31
- *Patrol*
  - Maxwell outreach well attended; Patrol kickoff coming up tomorrow at Intersect
- *Trails*
  - Crew leader training this weekend
  - Basic and advanced skills training scheduled April & May
  - Will advertise at kickoff and have all events/dates printed for distribution to members
  - Lory Bike Skills Park
    - On hold for now due to issues outside of OMBC's control.
  - Young Gulch
    - ~2019 completion
- *Communication*
  - Covered above.
- *TOC 2018*
  - 15 – 20 registrations
  - Timing systems being considered, TBD by end of April
  - Fundraising / sponsorships being addressed

**Open Discussion**

- Todd:
  - Suggest that we revisit strategic goals at each meeting (5 – 10 mins)
  - Grants: Are we open to accepting applications?
    - Recollection is that we are putting a moratorium on giving out grants for the year while the club addresses its financial sustainability goals.
- Kent:
  - Status on contacting businesses
    - Kent reached out to LPR, will contact the Group RE
    - Joe: Contacted Meyer Natural Foods, needs to follow up
    - Kenny: Otterbox
    - Monthly fundraisers? Chipotle, Big Al's, etc.?
      - Big Al's: July
      - Hop Grenade open to potentially partnering on fundraising effort (e.g. 10% sales)
      - Ehrlich Toyota – charity of the month

Adjourned 8:55 PM

End meeting record

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## **Attachment 1: Communication and Marketing Strategy Meeting Minutes – Nov 2, 2017**

**Attendees:** Katherine E, Mick S, Pete S, Kenny B, Devin H, Courtney T, Kory S

**Purpose of Meeting:** To critique current marketing and communication and develop recommendations for the Overland Board of Directors to improve methods. Goal is to better engage members, volunteers, and sponsors of the club.

**Overall Big Picture:** The group felt that the overall message of what we do as a club was fairly coherent but focused mostly on trails. The message that we are a service organization as it relates to trail work is well established. However, the scope and impact of our proactive relationships with land agencies and the opportunities we have to influence trail building is not well known.

The question of what community members want to gain from our website, social media, and newsletter needs to be a bigger consideration. We lack a clear message about the social and fun aspects of the club.

**Website:** The website was not fully developed after moving to Wordpress, and the home page lacks imagery. It appears “government” and does not draw new people or members in. We need a better balance between the events and service opportunities, fun aspects of the club, and advocacy.

### **Recommendations:**

- Redesign the home page to draw mountain bikers in. The first thing they should see are images that promote the fun and social aspects of OMBC. The tag-line should be better incorporated into the page (ie- image connected to ride, another to connect, another to contribute). Consider changing “contribute” to “volunteer” or similar so it doesn’t seem like we’re asking for money.
- Currently, the blog focuses on events, so that should become a smaller events column with the actual calendar at the bottom. Both the calendar and the events columns should point to the information & sign-up for that event.
- The blog can still be on a page but should include posts on advocacy, patrol work, trails, mountain bike news, etc.
- Consider getting rid of the member resource page and instead, just have the reporting system on the patrol page (will need webmaster help for this). Other information, such as forms and by-laws, can be linked on the website.
- Add the link to the new photo gallery, and update the current photos on the page.
- Review the rest of the pages to ensure they are current before the 2018 season. Fewer words, more photos!

**Social Media:** We currently have a page (requires monitoring) and a group. The group is too new to evaluate effectiveness, but has good potential. Our posts are sometimes too wordy- not enough imagery. Because we don’t have a dedicated person to manage social media, we post inconsistently and we have not fully utilized what FB can do.

### **Recommendations:**

- On the page, post no more than once a day so that important posts don’t get lost. Three times a week may be sufficient. Include posts that are not about OMBC to include us in the MTB conversation (mine posts from Pinkbike, etc.) Schedule posts to be more consistent. Monitor the page and answer comments and questions.
- Change / refresh the header photo about once a month; use videos on occasion.

- Re-arrange some of the info to keep what's important at the top. Get rid of unnecessary menu items like "jobs." Change the "donate" button to something like "Learn more".
- Use the events page, but have a link to the event sign-up on the post. Try using the "ticket" function to link to Eventbrite.
- Review analytics to see what types of posts get the most interaction.
- Try to add all current members to the group page.

**Newsletter:** The newsletter is fairly successful as far as open rate is 35-39%. We have about 1300 recipients.

**Recommendations:**

- The group agreed we should keep a consistent look and newsletter should be multi-subject (not separate for trails, etc). Perhaps refresh the header and publishing consistently.
- The newsletter should be less wordy and link to more info on the website. Keep it visual.
- Newsletters should be linked to FB and the website once published. Important information needs to be shared in at least three different ways- linking the website, FB, and newsletter should work better than information shared via one method.

**Other recommendations:**

- The group discussed how to manage the marketing and communication needs of the club. While this was not an extensive discussion, it was noted that we will need to have pieces of this assigned to people with responsibility to make it happen. This could be some volunteers with a board liaison, or could be a regular agenda item at board meetings with assignments. Not one person can do this unless you had dollars to contract for services. This is currently out of scope of the administrator, but he has been doing a lot of it.
- Most of our media needs more and current photos- bring in the person creating our photo site to review and learn about the site- then promote it to members.
- The group did not have time to explore any specific ideas for sponsors- need to have additional discussion.

Also we did not discuss other media- newspaper or magazine. However, we should consider uploading info to the Coloradoan, Loveland Reporter-herald, and Wyoming Tribune (Cheyenne) on a periodic basis.