

Overland MTB Club/DPMBP Mtg. notes: 2/23/09

In attendance: Barb Allan, Rob Foster, Kory Swanson, Ron Chambers, Kevin Cullen, Phillip Hastings

- Phillip Hastings of Barrett Richards began the meeting with a presentation of the rebranding stuff. A proposed solution for the Brand Identity of Overland MTB Club. Phillip did a bit of a review of Brand vs. Logo. Did a bit of a review with the logo development. Showed us the refined logo w/the 'O' wheel, the trail underneath. What are the benefits of the logo? When we expand, this is universal enough that it can be used for teams, etc. The Overland Brand is a branded house - our overall brand. Phillip went over the identity manual a bit. A vote was taken and the logo was approved. The identity manual will be provided closer to the end of the week, the beginning of next week. Kevin is excited about reading the Identity Manual. Ron asked how we're going to tie it altogether. Register the trademark – Ron will talk to Ron Vaughn about it. Kevin recommended waiting until we get our 501.
- Insurance is waiting for our Land Agency agreements. Barb's got it in process.
- Treasurer's Report: Ron went over the state of finances, discussed how to go about reporting, line items, categories, etc. He showed us the reporting feature from Key Bank, discussed moving finances into an acct. that earns more interest, etc.
- Kevin discussed the need to update the database. Will work on rewriting the database, etc. We will spend \$\$ on webhosting and new domain names for Overland in order for Kevin to write the new database.
- Phone number for the patrol. Kory will look into a phone that can be mobile and move as board members transition.
- Kick-Off Mtg. March 9th: Ron will order the pizza. Barb brought up the application form. We need to update the cost to \$20. We need to create a new acct. on Active. We'll keep w/Active and paper forms. Benefits of joining Overland MTB Club: By joining you're helping the future of mountain biking in the area.
- Next mtg. will be @ Kevin's House, 3500 Carlton Avenue, Unit 6B