

Overland MTB Club/DPMBP Mtg. notes: 3/23/2009

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

- Barb passed out the Identity Manuals. Phillip came into discuss the Brand Roll Out. **Kory will send everyone a PDF of the Brand Identity Manual.** *Phase One* - Phillip recommended sending out Press Releases. He's a big fan of press releases. As of today, there is over 150 press releases that have hit and some other news outlets too. Phillip suggested we make our membership benefits obvious. Membership bundles – make the bundles easier. Let people feel that they are getting something valuable for their membership. Membership cards worth discounts. Update website content that tells people what they get for it. We also need to make sure we hit the benefits of volunteer stuff too. *Phase Two* – Run press releases for everything we do. Giveaways – t-shirts, stickers, water bottles, etc. Phillip recommends we do an annual report re: how are money is sent, etc. Barb and Ron explained that we do some of that. Phillip talked about doing a membership drive. Contest with the membership to encourage membership. Contest through bike shops. Handouts while riding/business cards. Holiday greetings. Signage in bike shops. Brochures for the Visitor's bureau. Doing a membership drive through the local public cable station – Channel 14. We have to offer some sort of a membership for free. Station is starved for content. Public TV video can be used on the internet also. Podcasts are an option too. Check out, [www.Rest of Everest.com](http://www.RestofEverest.com). How can people experience Fort Collins on a mountain bike. Phillip suggested we have a social networking presence – Facebook, Twitter – list events, list calendars, etc., MySpace, Blogging – all of these options are free. Publicize everything. Member discount card, etc. Tracking the brand – google alerts, keep an eye out on where our brand is present. Twitter searches. Online Brand Management.
- Phillip brought up being a 501c3 so we had a little aside from Doug. Doug talked with IRS Tax Exempt TE/GE Customer Account Services (Mr. Pillus) office today. (1-877-829-5500) They haven't assigned an agent to our application yet, but don't know why. They said our application and User Fee were received in April 2008, but they are working applications received much later...June 2008. Mr. Pillus said that he is notifying the Taxpayer Advocate Unit...which is called when the IRS has a failure. The Taxpayer Advocates will contact me in a week at my home phone, or I will contact them at 877-777-4778. They will help us get action on the Application. Doug asked Mr. Pillus about the change of name and address for the club. He recommended getting our Colorado Certificate of Non-Profit Corporation filing updated, and our Articles of Incorporation updated; then faxing the documents to the IRS at: 513-263-4330, Attn: TE/GE Corresponding Unit. The IRS has our Application in its systems, under the Employer Identification Number (EIN) 20-3032862, which was on our original application.
Recommended Actions: Doug will call the Colorado Secretary of State's office on the procedure to update our club information with them. The BOD needs to approve an update to the Articles of Incorporation and eventually, the By-Laws. We'll need to send out an email to the group and have the by-laws voted on.

- **Kory will check ACTIVE to see how many people have signed up.**
- First Patroller's Meeting: Barb has PPT. Team discussion came up. We need to set the teams up and allow people to sign up for the teams. Each board member will be on a team – we can each serve as a surrogate leader for Wednesday. We'll talk with people to see who will be a team leader. **Rob will talk to Josh and Todd T. in terms of being a leader. Barb will talk to the 3 Musketeers, Ron will talk to Thuan, Doug and Mary will talk to Tami and Joe, (Did I miss anyone?) Ron will send me emails for the active list and the Constant Contact newsletter. Ron will order pizzas. We'll do 18 pizzas.** Will we be able to show people how to use the website? We'll be able to do a rough showing of how to go about it. Kevin will have the new database set up in the next week or so but it's in the process. We'll let everyone know what the process is and let everyone know to be patient. **We need to send an email out to let people know what is happening with the database.** We went through the ppt. **Kory will update the suggestions for Barb.**
- Brochure from Crystal. Give Barb feedback by Friday and we'll get it to Crystal.
- Water bottles, t-shirts, 3x6 banner, prices for tents, etc. **Kory will check w/Sign-A-Rama on the banner, Barb will work on bottles, t-shirts, and new tent.**
- Insurance is up-to-date. One question came up re: social rides. Do we need to have waivers for social rides? The insurance lady seemed to think that we do.
- Doug Cutter saw some flagging regarding Audra Culver. Something is happening there. Doug Cutter and Steve Lacey will keep an eye on things and let us know what's up.
- Ron sent out the Treasurer's report but it was a bit befuddled. **Ron will resend the fixed copy.** We're already over budget for meetings. We'll re-evaluate in the fall.
- **Rob will come up with a new business card with the web address, rules of the trail, overland logo.**
- We'd like to be sponsor of the Short Track series. Kory will coordinate stuff for Jason. Catalyst Gift Certificates and Overland Brochures. Possible DPMBP bottles and T-shirts.
- Kory will tell Doug Cutter we'll take care of the \$100 for the bike maintenance night.
- Lory Bike Fest, **Mary will communicate w/Jen Horhocks regarding this.**

Next meeting: Sunday, April 5th, 9 a.m. @ Ron and Lauries' house for brunch then ride.