

Overland MTB Club Mtg. notes – Fall Retreat 12/05/09

In attendance: Kory Swanson, Ron Chambers, Josh Shafer, Kevin Cullen, Todd Thibodeau, Rodger Thompson, Barb Allan, Doug McCartney, Mary McCartney, Pete Skram, Monty Seitz, Stacy Schroeder, Erik Skram, Dave Skram, Corey Rhodes, Greg Mazu, Jeff Nye, Doug Baker
Guest Speaker: Ryan Schutz

- Agenda:
1. Club Care Presentation
 2. Break
 3. What Do You Want? – Big Picture
 4. Needs Assessment – S.W.O.T
 5. Lunch

IMBA Club Care Presentation – Ryan

Why do we organize? To Get What We Want

1. More Access
2. High Quality Trails
3. More Participation in Overland
4. More MTN Bikers
5. Better Manners
6. Positive Perception of Mountain Biking

Challenges that all organizations face:

1. Low community support
2. Leadership Burnout
3. Membership Stagnation
4. Infighting
5. Fundraising

Sustainable Clubs

A sustainable club is able to continue after leaders move on.

Triangle of Advocacy

Political - work

Social – building the community, how we bring new members, leaders, volunteers, into the fold

Physical – work (Great trails build community, Community creates great trails)

Insurance - Need to make we're up on our Insurance

Accounting and Fulfillment – (2 biggest issues that are difficult for clubs to manage)

Administrative Roles

Make sure we're on it in regards to acctg

Make sure we have our auditing in place.

Make sure we have systems that work.

Keep an open book system.

Different levels of membership

Make sure we get people the stuff we promise them we'll get them.

Structure of Leadership

Board of Directors – Creates the direction of the club. More is better (8-12)

(Possible addition – Land Managers)

Executive Branch

Committees – Best Way to Get Things Done

Volunteer Roles – Have a clear defined role with a closed end. A finite role is necessary for committees

Advocacy Roles

Political Strategists

Land Manager Liaison (Action Item – Find out when the Travel management plans start – USFS may have one coming)

Public Board Member (County rec boards, city rec boards, etc)

Public Meeting Attendees

Grant Writer

Physical Advocacy

Trail Designer

Crew Leaders

Trail Mapping

Tool Maintenance

Carpenter

Trail Crew Mom/Dad

Social Advocacy

Ride organizers

Party Planner

Bike Shop Liaison (Thank you's to our Bike Shops)

Grill Master

The Wish List – We'd Wish For...

Rides/Events – Family Ride, Women's Ride, Club BBQ

Volunteer Jobs – Tool Sharpener, Lunch for Volunteers, Flyer Distributor, Beer Sponsor, Legal Advisor, Bike Shop Liaison

Contact List and Vital Documents

Put docs on Google doc, Basecamp,

Marketing Strategy – Reaching out to New People

Website

Trailhead Kiosks

Bike Shops

Community Centers

Press

Partners

Website

Forums

Email Lists

Word of Mouth

Always include: Date, Time, Location
 Club Logo
 Detailed Description
 A sense of humor

When? Repeat you announcements
 A month before
 Two weeks before
 Three days before

Take Credit in a 'Big Way' – Help Land Managers Publicize what you're doing
\$18.00 per hour – trail volunteer
\$ 50.00 per hour – trail design
\$50.00 per hour –

Recap Events – Archive them online. (A season in review...newsletter...)

Plan for the Future

Goals dictate action. Set Goals Early

Involve membership

Set Goals, big and small

Prioritize and Delegate

Review Plans Regularly and Update

Know where you are going

Learn from the past

Share club's vision

Creates direction for new leaders

Contingency Planning – what are your risks?

Communication Basics (How not to piss people off in an email)

Be careful with email.

Use it for notification – if you need to have a discussion, have one.

(Check into free conference call services)

Making the most of Meetings

Do not hold meetings too often

Advertise

Create agenda and stick to it

Publish meeting minutes

Save contentious issues for last

Allow time to socialize

Avoid Meeting Mayhem

One-on-one discussion

Multiple discussions at once

Tangents

The BIG Mouth

Use Bob's Rules of Order

Dealing with Conflict

Recognize conflict

Analyze the situation

Communicate

Negotiate – Find commonalities

Make changes and re-evaluate

(Some conflicts cannot be resolved – Agree to disagree)

How to Win Friends and Influence People with Great Events

Increase membership base

Draw in new club leaders

Builds loyalty

Foster communication

Fundraise

Demonstrate value

Identify the Goals of the Event

Fundraising - Silent Auction /Raffle

Increase membership – Skills Clinic/Group Rides

Social – nonbike event

Monthly Ride Gala

Cater to beginners. They are most likely to volunteer

Break it up

Advertise early and often

Sweep it up

Starting time buffer

Think about post ride food and fun – socials and beer nights

Niche Rides

- Feminine Flow Ride
- Singlesped
- Grey Hair Required
- No Whining Allowed
- Clyde Ride
- Family Rides

Event Tips

- Start small and grow
- Empower volunteers to organize events
- Delegate tasks
- Get creative
- Keep the focus on fun

Do the easy things well

- Wish list
- Market through bike shops
- Partner with social groups for events

After events – review the process...

Build Institutional Knowledge

Make it Fun!!!!

Part 2 – What Do We Want? – Big Picture

1. Unite the MTB Community (Increase diversity, broader community buy-in, education, increased power, greater voice)
 - a. Communicate between groups
 - b. Engage community outside of club
 - c. Hardcore riders
 - d. Students (and Parents)

Opportunities – Increasing these

Experience – Improving

Economic Benefit

Philanthropy

Part 3 – S.W.O.T

1. Strengths
 - a. Financial health
 - b. Knowledge – trail knowledge (maintenance, construction, trail assets, volunteer management, training, health-first aid/skills)

- c. Reputation/Credibility in cycling community
- d. Recognition/Credibility w/Land Managements
- e. Brand Awareness in Cycling Community
- f. Human Resources – unity w/volunteers
- g. Physical Environment for riding
- h. New Belgium
- i. Patrol
- j. Cycling Community
- k. Leadership
- l. Solid Foundation

2. Weaknesses

- a. Financial future – lack of diversity
- b. Numbers – more active members
- c. Name recognition – Vague Public Image
- d. Internal communication – especially with the brand...
- e. Unclear social/intrinsic value
- f. Lack of diversity (age, rider ability, demographic)
- g. Membership acquisition/rejoining
- h. Membership lost to social ride groups
- i. Lack of onboarding process – no training for leadership/volunteers
- j. Communication with media
- k. Thanking the community/shops/sponsors

3. Opportunities

- a. HS MTB Racing League
- b. Outreach to MTB Community (organizations/individuals)
- c. Events w/partners, Overland
- d. Membership Growth
 - i. Non-cycling events
 - ii. Cycling events
- e. Travel management plans with Land Agencies
- f. Connect with city staff
- g. Tourism/Economic benefit
- h. North of the border – Wyoming
- i. Education – trail manners, public perception, reach out to other groups
- j. Economy
- k. Thanking the community/shops/sponsors

4. Threats

- a. Losing or decreased funding from NBB
- b. Not enough CAPACITY to match opportunity
- c. Spreading ourselves too thin?
- d. Travel management plans with Land Agencies
- e. Overcrowding on closer to town trails.
- f. Competing user groups
- g. Poor trail etiquette

h. Economy

Part 4 – Needs Assessment

1. More Members – diversity, activated, educated, mobilized
2. Marketing Plan (Mechanics, timing, venues)
3. Clear opportunities for engagement
4. Assure corporate buy-in from New Belgium
5. Look for more diverse funding sources
6. Public Celebration of Success-Demonstrate Value
7. Streamline membership processes/renewal/data management (Hire clerical?)
8. Committees/Task Forces

Question - Do we need to change our message on our homepage...make it more social...?

Diamond Peaks Mountain Bike Patrol is a service of Overland Mountain Bike Club

Instead of expanding the volume, improve the experience...

(Funding ideas – gala, silent auction, raffle, etc...)

Next Meetings: Saturday, December 5th, 9-3 at Café Vino (W/IMBA reps)
Monday, December 14th, 6:30 p.m. at Ron's House (Budget)
Tuesday, January 5th, 6:30 p.m. at Kevin's House
Tuesday, January 19th, 6:30 p.m. (TBD)