

June 22, 2015 Board Meeting Minutes

Board Members in Attendance:

Jessica, Thuan, Kenny, Boonie, Katherine, Darrin, Pete.

Feedback from club members at the last meeting:

- Shawn Pagan has grant-writing experience, opinionated on the process and how it all works.
 - Wait on seeking his input and assistance until the position is defined.
- Pete's exec director in WY: willing to come speak to the board about the Executive Director position as well
- Concerns:
 - Good at marketing, volunteer coordination, grant writing, etc all at once?
 - Perhaps split the job among a few people
 - Trails committee meeting: surprise from people who hadn't been up-to-date on the info
- Meeting itself was overwhelmingly positive
 - Crafty is in support of our hiring an executive director

Defining the Position:

- Too much all at once for one person: needs to be a good delegator organizing the process.
- How much is administrative assistant work?
- Thuan: person that Cyclismo has hired purely does administration for them, no grants or upper level coordination.
 - The position can always grow, need to start with the basics
 - Don't get them overwhelmed from the start

Top Level Responsibilities:

- Seeking funding sources: grants, fundraising, donations, schmoozing and maintaining relationships
 - Outreach to companies: 10-12 hours per week (much more up front in research)
 - Bike manufacturers, tech companies, etc...
 - Develop talking points and Overland Fact Sheet: ask members about their company's donation policy and contact
- Point person with land management agencies and like-minded bike groups
 - Regular meetings, works with patrol and trails committees
 - Continuity: bring patrollers along as well to meetings
- Marketing (social media, flyers, newsletters)
 - Community, members, sponsors/funders
 - Manage website content, newsletters, and media outreach (delegate)
 - More visible in the community biking events and delegate someone to always be there.
- Membership expansion, outreach, information management
 - Looking at an overall average of 5 hours per week, significantly higher in March and April.

- System needs streamlining and consolidation: mail chimp, constant contact, google docs, etc...
- Incentivize turning members into active volunteers
- Event Coordinator and Volunteer Manager
 - mechanism for targeting volunteers and donated time
 - volunteer development

Priority Considerations for the Above:

1. Fundraising is the top priority for the position
 - a. At least 50% of the position's working time on-going
 - b. Likely 80% for 2015
2. Point person with land management agencies and other bike organizations and community events: maintain relationships
 - a. Can assist/mentor ideas to the "mass marketing"
3. Volunteer Development
 - a. Outreach to individual members and volunteer operations management
 - b. Efficiency in the process, streamline it
4. "other duties as assigned at the discretion of the board"

Drafting the Job Description

Preamble

Incumbent shall operate within the laws governing 501c3 operation and execution. Incumbent shall keep current and organized on committee activities and club events.

Fundraising - 50%

- Seek out, apply for, and obtain grant funding
- Seek out and obtain funding from organizations
- Seek out and obtain other funding
- Design and coordinate other fundraising opportunities
 - Group rides, races, auctions, movie screenings, events, etc...

Relationship Management - 30%

- Maintain and grow membership
- Promote and ensure OMBC visibility with land management agencies
- Promote and improve community visibility and partnerships with local bike organizations
- Seek out and obtain business partnerships
 - Events, trail days, giveaway swag

Volunteer Development – 20%

- Develop and grow volunteer base from membership and other community groups
- Facilitate volunteer development (knowledge, skills, ability)
- Manage and streamline membership system

Other thoughts:

- Competing with Boulder for grants: they don't have the trail network we do

- Want to have this position put together and hired this fall, work out the kinks for the new year
- Definitely want people with Grant seeking experience to come chat with us, but the position development is all on OMBC Board of Directors

Upcoming Discussions

- Pros/Cons contract versus employee
- Payscale and compensation plan
- Next meeting: July 7th, 6:30pm at Boonie's house. First 45 minutes standard OMBC Board Meeting, remainder devoted to the above two discussion points.