

Overland Mountain Bike Club
Communications and Membership Committee
Meeting: January 30th, 2014, 7:00 pm, the Rio

Minutes

Present: Pete, Jerry, Katherine, Josh

Membership Cards	<p>Cards are printed and look great. Logistics of distribution were discussed. We want to get an e-mail out soon so members can start signing up for 2014. The website needs to have a page for the member rewards partners (so far several bike shops and Great Harvest). Pete will create a "Member Rewards" page on the website and the sign up page on Constant Contact. The process will be: Pete will pull registrations from Constant Contact and update the member area of the website. Post the registration information in a Googledocs spreadsheet. Katherine will check the document weekly and send the cards via mail. We'll notify those that sign up the first week of March that the cards can be picked up at Kickoff. Members can sign up at Kickoff and receive their cards that night. The mailing process will continue throughout the year.</p>
Tasks:	<ul style="list-style-type: none"> • Pete- set up website, CC sign-up, and google spreadsheet. • Katherine- get mailing supplies and start mailing when registrations come in. Be ready for kickoff registrations.
Rewards partners	<p>The group discussed recruiting more partners for the rewards system. Josh has confirmation of 10% off from Full Cycle, Lee's, Peloton, and Great Harvest Bread Company. Pete's working on Performance. We'll start with these and add more as we go. Perhaps partners can provide us feedback on sales associated with member cards. We may have a celebration for them at end of season, or perhaps recognize them at the end of season party. We'll start adding a reminder about the rewards system to newsletters, and ask if members know of businesses who would like to participate.</p>
Tasks:	<p>Once membership is open, include reminders about partners in e-mail newsletters.</p>
Member Survey	<p>The team reviewed the results of the member survey. The following points were discussed:</p> <ol style="list-style-type: none"> 1. Why members join: The majority of members in the club over 6 years joined to be in the patrol group. Of concern is the low number of new members joining due to Diamond Peaks. Recommendation: Work with the patrol committee & board to develop materials to link OMBC with Diamond Peaks. Encourage new members at Kickoff and meetings. Need a good presentation on requirements for patrollers. 2. Website: Most members visit the website at least 1-2 x monthly. Members commented that it needs to stay up to date. Pete has populated much of the calendar. Still need to review member

	<p>comments re: website.</p> <p>3. Other forms of communication: The Newsletter is still a popular form of communication. It should be consistent and perhaps more succinct. We'd like for it to link to the website better (as in- short blurbs with a link to more info on the website). Pete is re-formatting the template for Mail Chimp. Also, work with Ian to keep postings fresh on FB, and perhaps train other administrators to broaden circle of those who post as "Overland". Recommendation: Create process for newsletter on Mail chimp. Need to decide who will regularly send it out this year. Promote FB as the go-to site for last minute rides.</p> <p>4. Information members would like at meetings: Interesting that members want to hear more about city/state bike news. We'll need to identify resources for that- perhaps at kickoff. We also want to line up some guest speakers soon so we don't have everyone wanting to speak at the same meeting. Jerry will send a message to Todd regarding Land Agency speakers at meetings. Recommendation: share with the Board.</p> <p>5. Trail Days: a large number of members indicated interest in education on trail building, as well as having more advanced notice. We will share this with Todd to consider. Several trainings were cancelled in the 2 last years due to fire & weather.</p> <p>6. Other events: Most respondents seemed to volunteer for other events, mostly TDF. We'll want to generate enthusiasm at kickoff and throughout the spring. If we can get the sign-ups on the website soon it may help involvement. We should also get the event dates on FB. Recommendation: work on sign-ups and how to present volunteerism at Kickoff.</p>
<p>Tasks:</p>	<ul style="list-style-type: none"> • All- think about how to promote Diamond Peaks. Pete, will you talk to Kenny about the patrol presentation? • Pete, set up newsletter template in Mailchimp. • Katherine- contact Ian about events on FB. • Katherine- talk to Board about info at meetings. • Jerry- forward survey to Todd; ask him about land agency speakers.
<p>Next Meeting</p>	<p>TBD</p>