

## Meeting Minutes- Board of Directors Meeting

SORBA Atlanta

01/11/2010

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### Objective for 2010

- Increase membership activity
- Our current bank balance is \$4,000  
(This figure may be increased by \$500)

### How To Meet Objective- How can we increase membership activity in 2010?

#### **Advertise:**

- Choose websites for our web presence- focus on 2 or 3 that are easy to maintain (Facebook, mtbr, etc.)
- Create flyers, posters, stickers, jerseys
- Post signage @ trailheads (GIHP, ATL Beach)
- Develop a map of trail locations w/ local businesses shown (talk to Al Brown, Keith Haywood)

#### **Offer Activities:**

- Schedule event opportunities, such as...
  - Socials
  - Festivals
  - Group Rides (beginner, themed, or otherwise)
  - Clinics
  - Maintenance Night @ at a bike shop
  - Bike Wash
  - Bike Rodeo
  - Race Team Events
  - Time Trials
- Participate in neighborhood events, such as parades
- Implement a bike patrol group
- Host a race or time trial series
- Sponsor members by covering trail school costs, races, etc.
- Attend volunteer fairs
- Join in-town Halloween ride or pub crawl
- Contribute to Toys for Tots- collecting toys on bikes

#### **Attendees:**

- ✓ Charles Myrick, Pres
- ✓ Eric Jaskewicz, Vice Pres
- ✓ Annabeth Rice, Sec
- ✓ Steve Berrey
- ✓ Brett Broughton
- ✓ Mike Robson
- ✓ Jason Divosevic
- ✓ BJ Smith
- ✓ Tera Pike
- ✓ Taz Dyson

#### **Action Items:**

- Charles will review survey answers and return results to the BOD
- Charles will talk to Al Brown about developing a trail location map
- Charles will schedule mtg. w/ park manager for Rock Chapel
- Charles will send metro-area calendar of events to BOD
- Chris will determine actual bank balance
- Chris will work w/ Eric on current asset list
- Taz & Annabeth will work on a member flyer
- Annabeth will finalize newsletter email format
- Annabeth will create zip code map of members
- Steve will work w/ Chris to purchase web domain space & send expense to Kathy
- Steve will look into putting a survey on the web to draw interest
- Tera will design new logos based on BOD input

## Other Topics Discussed:

- **Logo:** A decision by a show of hands indicated that the following elements should be included in a logo for SORBA Atlanta
  - City skyline
  - Mtn bike object- tire, chain ring, handle bars, etc.
  - The outdoors- trees, trails, dirt, etc.
- **Tools:** Charles put out a survey question asking what types of tools should be purchased
  - Purchase enough tools for 10-12 people
  - Need to find a place to store tools
- **Leadership:** Taz Dyson has agreed to be the Membership Coordinator; Other positions are still open
  - NMBP Coordinator
  - Trail Coordinator, Trail Stewards
  - Advocacy Coordinator
  - Activity Coordinator
- **Sponsors:** Current sponsors include: Rockledge Apts, Epic Bikes, Atlanta Outfitters, REI
  - We need more- maybe web affiliates, other local biz
- **Fund Raising:** Charles put out a survey question to the BOD asking what we might sell- jerseys, pint glasses, raffles, etc.
  - Need to create SORBA Atlanta Donation Form
  - Make a place on the new website for donations
  - Look into FirstGiving.com
  - If people want to donate tell them to make checks payable to SORBA Atlanta
  - Bikes Belong told Tom Sauret if we could put together an in-town project they'd donate \$10K
- **Trails:** Discussion on trails we support; Note that Paulding SORBA and GATR have agreed to help us w/ trails (We will help them too!)
  - Sope Creek- NPS has an internal mtg. coming up- be on the lookout for opportunities to provide public input (Sierra Club defense will be handled by IMBA Main)
  - ATL Beach- Needs more trail before an event but check it out if you can
  - Mars Hill- John Purcell of Cobb Parks & Rec. needs help with trail layout in February (Al Brown, Eric J.)
  - Potential Trail- West Atlanta Watershed (Bruce Morton)
  - Inconclusive discussion on renting a trail machine (Jason knows a guy- will contact)

## Action Items Cont:

- All BOD members will provide input on logos to Tera by Feb. 1
- BJ will talk to kudzu guy
- Jason will contact trail machine guy

## Upcoming Events:

- Jan. 16<sup>th</sup> - CPR Training

## Next Meeting:

- Feb. 8<sup>th</sup> - Location TBA