

Event Attendance and Visitor Engagement

The **Bottle Hill** event attracted an estimated **30 visitors between 12 and 2 PM**, significantly higher than initial lower estimates, indicating strong local interest (04:34).

- **Jeff** highlighted volunteer Ann's active recruitment, which successfully engaged attendees, including newcomers from Abu Dhabi and recent local movers, suggesting potential membership growth.
- The team noted that while immediate sign-ups were uncertain, several visitors expressed clear intent to join, indicating effective planting of recruitment seeds.
- This engagement is expected to influence membership numbers over the coming month, with follow-up required to track conversion from visitors to members.
- The success of targeted outreach at events like Bottle Hill supports continued investment in volunteer-driven recruitment strategies.

Financial Status and Reporting

Treasurer Merritt Peterson reported a stable financial position with \$33,300 in accounts and no areas of concern, indicating the club is on track with its fiscal plan (07:12).

- Merritt plans to deliver a detailed category-wise financial report by year-end to enhance budget transparency and planning.
- The financial stability supports ongoing and planned initiatives without immediate funding risks.
- Continued monitoring and segmented reporting will aid strategic allocation of resources.

Safety Analysis and Risk Management

The **club has recorded 53 crashes since July 2020, with 28 resulting in significant injuries and 23 requiring ambulance transport**, demonstrating the high-risk nature of club rides (09:10).

- Drew's safety report revealed a consistent **8% crash involvement with motor vehicles**, while rider errors and road conditions caused the majority of incidents, emphasizing rider awareness and infrastructure issues.

- Seasonality affects crash rates, with peak riding months showing higher incidents; Drew requested monthly ride and mileage data from John to normalize crash statistics by exposure (07:39).
- Recommendations include encouraging no one to ride alone for emergency support and promoting carrying emergency contact info, with Merritt suggesting annual reminders to update these details in the club's database (14:09).
- The group discussed adding a second emergency contact field to the database and improving rider preparedness by carrying medical and insurance cards, enhancing safety response effectiveness.

October Social Ride and Event Planning

The **October party ride was rescheduled to October 19th at Kittatinny with cider and cider donuts as refreshments**, reflecting consensus on timing and theme (18:59).

- Several board members noted personal scheduling conflicts around October 25th and 26th, leading to the earlier date choice to maximize participation.
- There was debate on the necessity of an October event given recent social rides and the seasonal drop-off in rider activity, but overall feedback favored maintaining the tradition with simplified logistics, such as refreshments at the parking lot (21:51).
- Manny confirmed ride setups at Lime Crest for those interested, supporting flexible participation options.

Bike Shop Ambassador Program and Marketing Materials

The **bike shop ambassador program shifted 15 rides from Duke Island Park to Pops in Somerville**, enhancing accessibility for riders and streamlining ride starts (24:59).

- Business cards with QR codes were confirmed for printing with a target quantity of **1,000 cards**, led by Michael and coordinated with iStoPrint, to support ambassador outreach (26:49).
- Cyclecraft officially joined as an ambassador shop, with Brendan creating tours and collaborating on ride GPS routes, indicating program momentum and expanded vendor engagement.
- Confusion over card types was clarified to avoid duplicate orders, ensuring budget and inventory efficiency.

Club Jersey Design and Procurement Strategy

The **board decided to proceed with Pactimo for the Ride Leader jerseys this year**, balancing product quality, price, and existing vendor relationships despite competitive bids from Primal (38:41).

- Jersey prices range from **\$85 to \$94 depending on style and quantity discounts**, with Pactimo offering a consistent 25% discount off list price regardless of order size (30:19).
- Concerns about sizing differences and jersey length were noted, with Pactimo jerseys being longer, which some members prefer for fit and utility (33:43).
- Members requested year-round access to size samples to improve ordering accuracy and satisfaction.
- The jersey design minor tweaks, including shade and font adjustments, were accepted; however, the absence of the “Ride Leader” label on the current design was flagged as needing correction before ordering (42:32).
- Plans include offering these jerseys through the club store, with the current design extended to other kit items like shorts and gloves, based on past sales data to optimize inventory (41:22).
- The board agreed to revisit vendor options and pricing for future orders after gathering broader member feedback.

Volunteer Incentives and Ride Leadership Requirements

The board is **considering raising the jersey qualification threshold from 12 to 15 led rides**, aiming to encourage more ride leadership, but recognizing this may reduce the number of qualifying members from 30 to about 10 (01:27:32).

- Jay proposed supplementing ride-leading credits with volunteer credits for organizing events, food prep, picnic support, and other essential but underappreciated roles to balance incentives and boost overall volunteerism (01:18:00).
- Drew emphasized the chronic shortage of volunteers for social events and picnic support, suggesting these roles deserve equal or higher credit than posting rides to encourage participation (01:20:40).
- The group debated setting limits on credits earned from volunteering versus ride leading to maintain ride leadership as the core club activity. Merritt preferred no limits to fully reward consistent volunteers (01:34:06).

- The committee will circulate the full list of volunteer activities for member feedback to finalize credit assignments.
- Additionally, the club currently offers a jersey for recruiting three new members, but uptake has been low, indicating potential for better promotion or adjustment.
- Discussions around Ramble-related volunteer rewards were deferred due to unresolved funding from the foundation.

Ramble Foundation Funding Dispute and Board Accountability

There is **ongoing concern about the \$3,000 annual funding from the Ramble Foundation**, with indications that the foundation is attempting to reduce or withhold payments despite prior agreements (01:39:07).

- Merritt and Michael clarified that the club has a standing agreement for \$3,000 per year, negotiated after past disputes and supported by CPA advice confirming no tax issues restrict funding (01:38:32).
- Drew criticized the lack of timely communication from board members aware of potential cuts, calling for greater transparency and accountability (01:37:00).
- Michael committed to retrieving meeting minutes and documentation to reinforce the club's position with the foundation and share updates promptly with the board (01:49:08).
- A motion passed unanimously directing **Jay Marowitz to formally communicate the club's expectation to receive the full \$3,000** and express dissatisfaction with the foundation's actions (01:42:08).
- This issue remains a high priority to protect club funding and avoid jeopardizing volunteer and program support.

Regulatory and Insurance Issues for Class 3E E-Bikes

The club is **monitoring confusing and impractical New Jersey regulations requiring registration and insurance for Class 3E e-bikes**, with bike shops unable to provide necessary certificates of origin (01:53:00).

- Michael contacted Senator Scutari's office and advocacy groups for clarification but has yet to receive definitive guidance (01:54:31).
- Members were warned that standard homeowners and auto insurance policies do not cover e-bike liability, increasing personal risk in accidents (01:55:07).

- An informal count by Jeff identified **approximately 30 club members currently owning e-bikes**, underscoring the need for clear communication and risk management (01:55:07).
- Local ordinances, such as Union County's ban on e-bikes in county parks following a fatal crash, further complicate riding options (01:56:51).
- The board agreed to prepare an informational email to members emphasizing the importance of liability insurance for e-bike owners given the current regulatory gap (01:59:41).

Action items

Michael Chenkin

- Send the approved meeting minutes from recent foundation board meetings to club board members after approval (01:43:51)
- Contact foundation board to confirm and assert club's right to receive \$3,000 Ramble funding per agreement (01:44:47)
- Inform the foundation about the club's firm expectation of receiving \$3,000 Ramble funding as agreed (01:46:55)
- Follow up with Pete Aldrich to confirm business card printing order of 1,000 with the QR code design (27:14)
- Notify Pete no changes needed for the Ride Leader jersey design besides adding 'Ride Leader' label (43:00)
- Proceed with ordering Ride Leader jerseys from Pactimo for this year and manage vendor communications (39:36)
- Coordinate plans for the November in-person membership meeting including venue and agenda (49:06)
- Prepare and send email blast to members about Class 3E bike registration laws and insurance advice (01:59:41)

Jeff

- Volunteer to research and propose options for quality club hats with simple, eye-catching designs (46:11)

John Storey

- Follow up with Morris County Library and alternative locations for November membership meeting space and availability (48:39)

Jay Marowitz

- Circulate the volunteer awards document to board members for feedback on credit assignments for various club volunteer roles (01:52:38)
- Lead discussion and eventual adjustments regarding volunteer credit limits and the minimum rides required for jersey awards (01:14:00)

Merritt Peterson

- Prepare membership financial report with detailed breakup by categories and circulate within next month (07:09)
- Compile list of members who referred new members for awarding jerseys to support recruitment recognition (01:22:31)
- Forward knowledge regarding foundation funding issues to board and assist in documenting history (01:38:32)