

Board Retreat
August 14, 2011
Ojai Retreat Center

Present: John Mirk, Joni Jordan, Patricia Matthews, Ron Parker, Leslie Ogden, Kate Faulkner, Victor Graves, and Linda Bott.

After a good deal of sorting through possible topics for discussion, the board selected 4:

- **Rides and Ride Director clarity**
- **Attract and maintain new members**
- **What is working and what is not?**
- **Board communication**

Rides and Ride Director clarity

- How to accommodate as wide a variety of riders as possible
 - Route accommodations
 - Promo social aspects
 - ID rides by type of rider
 - Select and train ride leaders
 - Have social events to rally volunteers to lead rides
 - Have a beginning riders program and make it progressive
- Foster offered to become Rides Director and on Sundays to
 - Start off the Sunday rides. If he is unable to be there, any board member present will take over.
 - ID new people and recognize the true beginners
 - Bring route slips
 - Let riders know what the club is doing generally
 - ID course, pace and eating spot
 - Identify ride leaders for the Sunday ride who will promote cohesion
- Foster will also coordinate with his committee: the leaders of the Moorpark , Ojai, Fast and Far, and Tues/Thurs groups
- Saturday rides start at 8:30 all year
- Beginner rides: Saturdays at 8:30, good weather only. Leslie to set up.

Attract and maintain new members

- Facebook page – Foster
- Membership profiles – Patricia
- Website - Ron
- Bike clubs in schools – Leslie
- Misc (Bring in a member and get ½ off your own membership, mugs, caps, water bottles)

What's working?

- Club picnic and the picnic rides!
- Cool Breeze!!
- Rides where there is one caring leader in charge of the show:
Tues/Thurs/Sat rides, Fast and Far rides, Ojai rides, Moorpark rides
- Board meetings
- Grants committee
- Lure of the grapes

And what's not?

- Promotion of grants – our members and community do not know about this
- Club meetings' attendance
- Growing the club
- Intro/orientation at ride starts
- Sunday Ventura ride starts
- Communications

Communication

- Ride calendar
 - Bigger print? Colors?
 - Guide to using the calendar – John will do this
- Newsletter
 - Monthly
 - Not mailed but pdf for members only
 - Not time sensitive articles (no minutes, or ride schedule)
- E – communication – Patricia and John will send out a pdf of minutes and announcements for members

Note: We came away with a sense of having made progress and hoping to bring the club to a new level.