

# Minutes for BIG Board Meeting

7:15pm, Thursday, November 20, 2014

**Location:** Lewis Recreation Center, 3110 Forest Lawn Drive (off of Pisgah Church near Battleground)

**Brief introductions of attendees - Mark:** Laura Peoples, Aaron Daniel, Mark Schultz, Michael Plakus, Dusten Winebarger, John Connor, Mike Whitson, Tracie Heavner, Jenny Edwards, Elizabeth Paashaus.

**Review and approve minutes from October - Tracie:** Motion to accept John Connor, second Michael Plakus, approved

**Treasurer's report – Mike:** Budget: review and will be voted on next meeting. Discussion revolved around where the estimates come from; how the budget is conservative; a wish list for surpasses funds if possible; looking at being funded one-year in advance as goal; build cash reserves; build programming to increase visibility and awareness; setting priorities; take ED to fulltime and increase staffing; grow our one fundraising event rather than adding events; Motion to accept Dusten Winebarger second Tracie Heavner. Approved.

**Changing Gears (Year-end wrap up and next steps) – Mark:** This was the tenth giveaway this year; at last event CG gave out 8 bikes; for this year about 100 bikes have been given out; UNCG donated bikes were all used/donated; two interns worked with new intake forms which went well and we will continue use; Gary and Diane have been coordinators but will step off that role while being less actively involved; three men identified as possible take on role: Brian Payton, Jeff Wright, Sam Kellher; second Saturdays are best choice for volunteers (especially Sheldon).

**Tour de Reason (update on plans for 2015) - Laura:** signage along route to thank sponsor can be seen by cyclist and motorist and we may look at that for our rides as well; looking at moving forward with both rides together with "special pricing" sister rides; LaBonte had marketing team behind him to promote and by marketing together BIG can leverage that resource; LaBonte team disappointed about survey listing too strenuous metric century; they will now market this as century that is a hard/challenging ride...ride the mountains without going to the mountains; look at incorporating "bragging rights" without giving out prizes (we cannot do that); by marketing together we can give sponsors increased visibility and make more attractive; new dates looking at May 30 for LaBonte ride; Bobby LaBonte would like to personally present the check from that last ride to BIG.

**Board Retreat Review - John:** feedbacks was excellent with focus on clarifying what we have done what we do and puts BIG into perspective; maybe orientation second and retreat first for new BOD; retreat energized and informed new BOD with alot of energy and clearer vision for BIG; suggestion for next year are keep retreat same time following the elections but prior to them taking office; define membership vs board membership to all; also define what unifies members and board members ie: all member CAN attend a BOD meeting; reword some of Laura's summary i.e. "spandex cyclist" to be sensitive to who we are trying to attract without offending, "inform" rather than "tell"; this summary is meant as a guide for members not as required to be verbatim (put everyone's own voice on this); overall

this document is well received and will be helpful as we all promote BIG to our communities/networks/etc.

Next steps: we will need to identify small groups that we want to be part of directed by our individual passions, these are where we need to think about as our direction, we need to address this as a priority for next year by our December meeting,

**ED Report Laura: See attached.** Discussion involved John taking on initial contact with Debbie Apple and decide where to take the Gibsonville Christmas Parade. TBA by John. ED report is well received and likable for members.

**Miscellaneous:** Jenny is not a “fundraiser” more of a “relationship builder/connector” as Jenny explained the frustration of fundraising within an organization; she suggests the value of projects to energize prospective members rather than to focus on fundraising ie: personal connections drive giving rather than large, non-personal organization; tell our story through small gathering with a personal story then follow-up contact to thank people for coming and asking if that person sees themselves being involved in this aspect; use personal story for how “X” has changed their life; Laura is willing to host first event at her home and invite 5 people; , Jenny will invite people as well, can we ask a CG recipient to attend for a heart-felt story or maybe an IRC employee to tell a story of recipient. Chris Speers sent an email to Laura resigning from BOD effective immediately.

**Meeting Date:** BIG BOD historically third Thursday, can we move date? Move to second Thursday, motion to present to full board by Mike, second John. Will vote on at December meeting.

**Motion to adjourn:** by Dusten Winebarger, second by Mike Whitson. Approved.