

## Minutes of JSTS Board Meeting - January 11, 2021

- ❖ Call to order at 7:15pm President Robert Nuara. Introduction of four board members present. Roll Call not taken - 22 members attended via teleconference.
- ❖ Motion made by President Rob Nuara to accept the minutes of the November meeting and approved.
- ❖ Sheryl Nishiura, Secretary, reported no correspondence:
- ❖ Treasurer's Report for November and December 2020 read by Alan Zwiebel. Motion made to accept financial statements made and accepted.
- ❖ Committee Updates:
- ❖ Membership - Jerry Korn

### **SEASONAL**

<u>Period</u>	<u>Renewals</u>	<u>New Members</u>	<u>Life Members</u>	<u>Total Members</u>
Oct. 1, 2019 to Sept. 30, 2020	214	68	10	292
Oct. 1, 2018 to Sept. 30, 2019	243	56	8	307
Oct. 1, 2017 to Sept. 30, 2018	228	94	9	331

### **ANNUAL**

<u>Period</u>	<u>Renewals</u>	<u>New Members</u>	<u>Life Members</u>	<u>Total Members</u>
Jan. 1, 2020 to Dec. 31, 2020	220	97	10	327
Jan. 1, 2019 to Dec. 31, 2019	241	56	8	305
Jan. 1, 2018 to Dec. 31, 2018	222	100	9	331

Jerry reported that there have been 7 new members since the beginning of 2021. Andy Abere noted that he has been analyzing avenues to attract new members. Found that 40-45% of new members report that they were told about the club from a friend, and about 30% report that they learned of the club from the internet. Not clear if "from a friend" could actually be from social media.

There have already been 199 membership renewals for 2021. This may be because of the membership credit from 2020. 163 members applied for the \$10 credit discount.

The JSTS Facebook Group currently has 576 members. Not clear why the Facebook group membership is so much higher than the club membership.

❖ Ride Coordinator - Barb Bennett

- It has been reported that members with expired memberships have registered for rides. Should the club offer a 1 month grace period? If this is allowed, the riders should be aware that they are not covered on the insurance if their membership is not active.
- John Hayes will be scheduling all road rides during the winter months. Rob Leitner will schedule Mountain and Zwift rides.
- John Hayes is working to set-up Saturday All Pace Rides from MJT and Freehold Y along with some faster-paced road rides. Need to determine if David Anderson will lead Sunday rides from Allaire State Park. Would also like to have some Sunday rides out of BCC.
- 2021 Club Events currently scheduled:

<b>2021 Club Events</b>	
La Dolce Vita	Apr 17 (raindate: Apr 24)
Champagne Ride	Apr 25 (raindate: May 2)
Ride4Autism	Jun 13
Longest Day	June 15-17
JSTS Summer Tour	June 25-28
JSTS Picnic	July
Century	Sep 5
Gran Fondo	Sep 12
La Dolce Vita	Sep 25
Saturday Century	Oct 2
Al's Covered Bridge Ride	Oct 9
Harvest Ride	Oct 10

❖ New Business -

- Andy Abernethy - Hosted Zoom Ride Leader Workshop on December 29. Over 20 people attended and video will be distributed. Ride Leader Guidelines were distributed and a companion document for Rider Guidelines is in process. The purpose of the workshop was to refresh the skills of ride leaders and attract new leaders.
  - Discussion of option to have more starting locations - Seven Presidents Park, Manasquan Reservoir and/or Millstone Soccer Fields. May attract new members who live closer to those start points, but could disconnect riders.

- Question arose at the workshop for clarification of liability coverage for ride leaders - Rob Nuara, President reported that he has confirmed with the Club Insurance Representative that Ride Leaders are protected from liability under the Club's insurance policy.
- Rob Leitner reported on Frostbite Series:
  - 64 members rode during the series and 34 members successfully completed the series. This year, the majority of members participated in road rides (only 9 mountain bikers completed the series).
  - Rob Nuara requested assistance to help design the Frostbite Shirt.
- Rob Leitner reported on the option of a "trial membership" In 2020, the Club only allowed club members to participate in rides due to Covid. The current waiver that the Club uses for guest riders only protects the club. Club can change this to a "trial membership" which would allow people to participate for 1 month. Thereafter, the membership would have to convert to a paid membership. This can be managed in Wild Apricot. Bi-Laws will need to be modified to allow for this.
  - Question if the system can protect against someone on a trial membership pre-registering for future rides. Rob Leitner will review.
- 2021 Budget Proposed by President, Rob Nuara:
  - Budget worksheet was reviewed and Rob noted that the majority of events were cancelled in 2020 and the budgeted funds were not utilized. Discussion points:
    - Social Ride budget is being increased from \$350 to \$1,150 in 2021. Board would like to offer more events that allow members from different ride groups to mingle and get to know each other. Ice Cream Truck and other ideas are currently being considered.
    - Funds are being allocated for a social media coordinator who will handle weekly postings to social media sites from April through September - pictures and club activities. Board is hopeful that this will attract new members to the club and better keep members engaged.

Motion made to accept budget as proposed and approved.

Meeting Adjourned 8:45pm