

**Minutes of JSTS Board Meeting - November 8, 2021**

- ❖ Call to order at 7:05pm President Robert Nuara. Introduction of board members present. Roll Call not taken - 20 members attended via Zoom teleconference. Rob Nuara welcomed current and new members.
- ❖ Motion made by President Rob Nuara to accept the minutes of the September meeting and approved.
- ❖ Sheryl Nishiura, Secretary, reported no correspondence.
- ❖ Treasurer’s Report for September and October read by Alan Zwiebel. Motion made to accept financial statements made and accepted.
- ❖ Committee Updates:
- ❖ Membership - Jerry Korn

<b>Membership Analysis</b>					
<b>As of September 30, 2021</b>					
<b>Seasonal</b>					
<b>Period</b>	<b>Renewals</b>	<b>New</b>	<b>Trial</b>	<b>Life</b>	<b>Total</b>
<b>Oct.1, 2020 to Sept 30, 2021</b>	<b>225</b>	<b>162</b>	<b>10</b>	<b>10</b>	<b>407</b>
<b>Oct.1, 2019 to Sept 30, 2020</b>	<b>212</b>	<b>71</b>		<b>10</b>	<b>293</b>
<b>Oct.1, 2018 to Sept 30, 2019</b>	<b>246</b>	<b>56</b>		<b>8</b>	<b>310</b>
<b>Trial members March 2021 to October 31, 2021</b>			<b>82</b>		
<b>Trial members converting to regular members</b>			<b>26</b>	<b>32%</b>	
<b>Current Membership October 31, 2021</b>			<b>418</b>		

Jerry noted that 32% of trial members have converted to regular membership and the program has been successful. Membership has not been at this level since 2008. Since the trial memberships have been offered, there have been 82 enrollees and 26 have transferred to regular membership.

Rob Nuara noted that he has spoken to a number of new members and they learned of the club through current and new members besides the Club’s social media efforts.

Regarding membership renewals, Rob Leitner provided an update on the discount offered to paid 2021 members and reported that at this time last year, there were 78 people who renewed their memberships with the discount. Currently, 112 members have already renewed their club memberships. This is 34 more people than renewed last year at the same time. Last year a total of 162 members took advantage of the discount, which is available until the end of the year.

Rob Leitner also reported that there was an issue with the membership period for a new member that converted from a trial to a paid membership. A trial member who joined the Club as a trial member in mid-September, and then converted to a paid membership in mid-October, ended up with a membership that expired at the end of the current year. The language on our website stated that membership dues paid on or after Oct 1 were good until the end of the following year. Since Wild Apricot bases the membership period on the initial date that the member joined the club (which is the date that the trial membership starts), we updated the language on our website to clearly state that the membership period is based on the date that they first join the club (even as a trial member), not the date that the dues are paid.

It was also discussed that in 2012 there were 10 bike shops with memberships. The bike shop membership is no longer offered. This showed a higher membership total in 2012.

❖ Ride Coordinator- Barb Bennett

- All of the Special Event Rides that the Club held since the last meeting were well attended.
- Al's Covered Bridge Ride was postponed this year due to poor road conditions after Hurricane Ida. The roads in the area are still bad - there are roads out. Hopeful that the ride will be held next year but the route might need to be redone.
- Rides are on the calendar for November and December. There are Zwift and mountain bike rides and rides from MJT on Saturdays and Brookdale on Sundays.
- Fall Foliage rides are being held Tuesday and Thursday afternoons.
- There are no road rides on the calendar for January and February. We need volunteers if there are people who are interested in riding during these winter months. Barb will send out an e-mail after Thanksgiving to solicit leaders. Joel Brown asked whether rides can be added based on forecasted weather. Barb advised that she can add a ride if notified by Wednesday for the following weekend. She said that she would prefer for rides to be put on the calendar in advance and then cancelled if weather isn't conducive to riding.

❖ Clothing Coordinator - Jean Roy

- Caps have been distributed for Volunteer Recognition.

- The next clothing offering will be Spring 2022 and Jean suggested opening the store earlier due to supply chain issues so members can have apparel at the start of the season.
  - T-Shirts will be awarded to Frostbite riders.
  - Jean is looking into the possibility of adding socks to the clothing
- ❖ Old Business - Sheryl Nishiura - Board met after the last meeting to determine how to handle funds that were not used in 2021 due the cancellation of events due to Covid. The Board decided to offer a discount to current members for renewal next year which was communicated to Club members.
- ❖ New Business - Rob Nuara
- The new video is posted on the Club website. Louis Osmont was instrumental in this effort. The video project initially started as a 40th Anniversary overview but became more of an informational and solicitation video. We are working on another video to celebrate the 40th anniversary which should be done by the end of the year. It was brought up that there are more men in the video and more women should be featured in future videos if the club wants to attract more female members. Steve Karger offered assistance in helping with the 40th anniversary information since he has been a Club member since 1986.
  - There was great feedback on the caps that were distributed to volunteers. We continue to need volunteers not only for leading rides but also to assist with social events.
  - Volunteer Recruitment - Volunteers needed. Please contact Rob or any member of the Board if you are interested in volunteering:
    - Ride Leaders - we need more leaders to step up to take the burden off of the people who are continually leading. We have Ride Leader Guidelines that are posted on the website.
    - Volunteers are also needed to help with special events.
    - Bike Shop Advocate - Dan Hinton, who has been handling this function, will be moving out of State. Position involves going to local bike shops to promote JSTS and distribute club promotional materials.
  - Rob asked for feedback on the idea of charging new members \$75 for an individual membership their first year and providing them with a Club Jersey. Feedback:
    - It might put off new members from joining (two new members shared that they might not have joined if fee was \$75)

- Jean Roy noted that the purchasing of the jerseys may be challenging and the new members would have to wait until the next order period.
- It was suggested that a t-shirt or sweatshirt with club logo and information would be a better way to advertise since members wear these when not riding. Possibly this could be provided to new members instead.
- If the Club wants to encourage new membership - could a discount be offered to a member who refers a new member? (Administration would be very difficult)
- Idea that the Club could offer a raffle for a free club jersey (or other apparel items in the store)

Rob thanked everyone for the feedback and ideas and this will be discussed by the board

- ❖ JSTS Board Elections - Don Levy. Don noted that Fred Sweet who is also on the Elections committee could not attend the meeting. Rob Nuara and Sheryl Nishiura have agreed to continue in their roles. Louis Osmont and Steve Shell will be joining. The 2022 JSTS Board will be:
  - Rob Nuara – President
  - Louis Osmont - Vice President
  - Sheryl Nishiura – Secretary
  - Steve Shell – Treasurer

Don also thanked the two outgoing board Members, Alan Zwiebel and Mike Wood who have been very helpful in offering assistance in the transition.

- ❖ General Discussion:
  - Steve Karger noted that there has been a change in the Facebook Rules and he can no longer limit who can join the JSTS Facebook Group. He previously tried to only allow people in the US to join and he continues to monitor posts to ensure that they are related to cycling. It will now be a public group unless there are objections. He will continue to monitor and continue to allow bike Shops to post twice per month. He will allow them to post more during holiday time to help promote their business.
  - Steve Karger offered to administer the Club Instagram Account as well.
  - Louis Osmont announced that the Club also has a Youtube Channel.
  - Local Bike Shops have continued to give discounts to JSTS club members except for major items
  - Barb Bennett noted that the Club has a sponsored trip to Italy in the spring. Another e-mail will be sent out to promote the event.
  - Members are encouraged to try a Club Zwift ride

- ❖ Next meeting is scheduled for January 10, 2022
- ❖ Meeting adjourned at 8:24pm