

Minutes of JSTS General Meeting - January 9, 2023

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- The meeting was called to order at 7:05 pm by President Paul Sakson
 - A roll call was not taken; 19 members were present on the call at the start, additional members joined during the call.
 - Paul Sakson introduced the Board Members present: Pat Perella, Vice President; Eric Bonett, Treasurer; Mike Greaney, Secretary.
 - Paul Sakson thanked the members of the previous Board for their service (Robert Nuara, President; Louis Osmont, Vice President; Steven Shell, Treasurer; Sheryl Nishirua, Secretary).
 - Paul Sakson welcomed Mike Street, who joined the meeting and is returning to riding after an accident in November. Mike indicated he was riding again and recovering well.
 - Paul Sakson noted that the Board was made up of only four members and invited the membership to share their ideas and suggestions with the Board and to volunteer to support the club's activities.

- A motion made by Eric Bonnett to accept the minutes of the November 14, 2022 meeting was seconded and approved.

- Mike Greaney reported that no correspondence had been received.

- Eric Bonett presented the Treasurer's Reports for November and December. It was noted that expenditures for the prior year were approximately \$325 over the budget. Eric Bonett made a motion to accept the report, which was seconded and approved.

- Pat Perella presented the Membership update on behalf of Rob Fisch, who was unable to join the meeting. A summary of the membership as of December 31, 2022 is shown below:

AS OF END OF DEC			
	2022		
*** MEMBERS ***	Renewed	New	Total
Individual Member	247	73	320
Family Member	86	10	96
Lifetime Member	9	0	9
TOTAL MEMBERS	342	83	425
	2022		
*** PAID MEMBERSHIPS ***	Renewed	New	Total
Individual Membership	247	73	320
Family Membership	46	6	52
TOTAL PAID MEMBERSHIPS	293	79	372
Currently Active Trial Memberships	1		

NOTE: "Memberships" does not include additional family members. It only includes the bundle administrators.

- Rob Leitner gave an update on the renewals for 2023, with approximately 150 renewals already received, including 40 at full price (undiscounted). Also, reminder emails will be sent to members who have not renewed.
- Barb Bennett and John Hayes presented the Ride Coordinator update:
 - Mountain bike rides have been added to the calendar through March
 - Weekday rides have been added to the calendar through either January or March (depending on the rides)
 - Rides are being added on an ad hoc basis
 - Members seeking to organize rides should notify the ride coordinators of the date, location, start time, route, and pace by via email to ride.coordinator@jsts.us
 - Road rides are currently being planned and the ride planning meeting will be on March 13.
 - The 2023 Summer Tour concept is being evaluated.
 - Paul Sakson expressed the membership's appreciation for the work of the Ride Coordinators and the Ride Leaders.
 - Rob Leitner gave an update on the Frostbite Series, noting that there was an uptick in members completing the Series (47 this year, up from 34 last year). Rob Leitner also noted that the ride leaders did an excellent job of reporting in on the riders for each ride, noting the increased number of rides. There was discussion of how the addition of

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the weekday rides, particularly the Tuesday and Thursday rides (both led by Charles Kirlew) allowed more riders the opportunity to complete the Series. Rob Leitner reported that of the 328 rides taken, about half were weekday rides.

- Ward Kradjel provided an update on the efforts of the recently formed JSTS Bike Advocacy Team.
 - This team has met several times and has identified areas of focus, particularly awareness of New Jersey's Safe Passing law and "safe streets".
 - There will be a call on Wednesday, January 11, with a representative of the League of American Bicyclists. A member of the Princeton Free Wheelers will also attend and discuss their initiatives. All members are welcome to attend, participate, and volunteer or provide feedback. The details for the meeting are on the Ride Calendar.
 - The team will consider the information gained at the meeting to develop its action plan for 2023.
 - It was noted that there may be possibilities for club members to speak to the safe cycling classes that are held in schools and drivers ed groups.

- Jean Roy provided an update on the Clothing program.
 - Frostbite t-shirts are currently in design and are expected to be ready for production by the end of January. It will then take approximately 6 weeks to produce them.
 - Two online stores are planned for the year in coordination with our current supplier, Ascend. It is the current plan to have sample fittings during the first couple weeks of the riding season, with a targeted delivery date of the end of May.
 - Jean Roy is working with Rob Leitner, Robert Nuara, Sheryl Nishiura, and Fred Sweet. Robert Nuara noted that it was beneficial to have one board member involved with the Clothing program.

- Steve Karger discussed the club's Facebook page, which he maintains for the club.
 - Paul Sakson suggested that social media be added as a standing meeting agenda item, given the interest of the members, and its importance in communicating with existing members and reaching new members.
 - Steve Karger has been running the page since 2009, and Rob Fisch took over running the club's Instagram page a couple of years ago. Steve also noted that the club has a YouTube channel as well, with Louis Osmont as the primary contributor.
 - Steve encouraged members with proposed postings to send them to him.

- Mike Greaney reported that there was no old business to discuss.

- Pat Perella reported that there was no new business to discuss.

- Rob Leitner discussed the current methods of communicating with members, and to ensure that the club's communications reach all of the intended recipients. Rob Leitner noted that the primary list for communications is maintained in Google Groups, and that formal communications (elections, etc.) are generally handled through Wild Apricot. An effort was

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made to reconcile the members on Google Groups with the members on Wild Apricot, which was complicated by the members' use of different emails on the two platforms.

- It was suggested that a posting to Facebook encouraging members to sign up for Google Groups should be sent to Steve Karger.
- Eric Bonett presented the JSTS 2023 budget, and reviewed the 2022 actual financial activity.
 - The 2023 budget assumes the same total number of members. Although there is usually some degree of churn in the membership, recent experience is that the number of members generally remains consistent.
 - It was noted that the board is considering adding a “donate” button to the website, which is consistent with the practice of many other cycling clubs.
 - Paul Sakson explained that the board has a balanced budget as an objective.
 - There was discussion of various elements of the 2023 and 2022 budgets, including the reduced amount budgeted for the Holiday Party, the impact of the increase in members completing the Frostbite Series (cost of shirts), the costs associated with the Century Ride, and the Summer Tour, which was not budgeted for in the prior year as it was cancelled. There was a suggestion that there be a charge for registration for the Summer Tour. There was also discussion of the Summer Picnic.
 - It was noted that in prior years the registration period was opened in October, so the timing of renewal revenues should be considered when comparing cash balances and membership revenue between 2022 and 2021.
 - The amount budgeted for marketing was discussed. Robert Nuara shared that the marketing materials placed in bike shops did not have good longevity and were often not at the point of purchase soon after placement. It was noted that some shops (e.g., Cycles 54) would include materials in the package they give to purchasers of bikes. Marketing through social media, word of mouth, and bike store websites was also discussed. It was noted that several local bike shops do provide discounts to JSTS members, upon request.
 - A motion by Eric Bonett to accept the budget was seconded and approved.
- Lifetime memberships were briefly discussed, and it was noted that Andrew Abere had a couple of candidates that he felt should be considered for Lifetime Membership.
- Paul Sakson indicated that a list of the various committees of the club would be very useful.
- The next meeting will be held on March 13, 2023.
- A motion to adjourn was made, seconded and approved, and the meeting was adjourned at approximately 8:45 pm