

North County Cycle Club Organizational Meeting Minutes

July 8, 2025

PO Box 2866 San Marcos, CA 92079 - Club Address

Location: Zoom Virtual Meeting

Attending

Executive Board Members

President: Steve Fox

Vice President: Howard Garfinkel

Secretary: Kay Pfeiffer

Board Members

Sean Brennan

Jim Myres

Karl Rudnick

The meeting was called to order at 7:01 PM by Steve Fox who confirmed 6 attendees for a quorum (5 needed) and the meeting proceeded.

Budget Report

Per the current budget submitted July 3, 2025, income is slightly lower than previous 6 months due to a decline in membership renewals and pending club jersey sponsorship payments. Sean confirmed sponsorship payments would not occur until later in the year when the 2025 club jerseys are finalized and ready to go into production.

Memberships are projected at 180 members, but 160 is the current membership roster. Quarter end cash position of approximately \$7500 is very good with a 160 membership projection, but the board would like to take actions to spur membership and not see further decline. Steve agreed to reach out to members via email who are pending their membership renewal.

Ride Waivers

Kay wants to ensure ride waivers are being collected and a scan or photo of the waiver sent to her for uploading on the club's Google Drive. Steve to send email blasts to ride leaders, Kay to provide email content/instructions.

Ride leader list should be updated to current leaders: Cody Barnes, Ken Chin-Purcell, Tom Corrigan, Steve Fox, Howard Garfinkel, Bill Heidler, Tony Jones, Melonee Levine, Norval Lyon, Kay

Pfeiffer, Mike Reeves, Frank Ryan, Karl Rudnick, Paul Sims, Stephen Stewart, Marjorie Stine, Frank Wheeler..

Minutes approval

Kay moved to approve the March and May 2025 meeting minutes. Steven 2nd, the board approved with Howard abstaining for May's minutes as he was not present at the meeting.

Club Sock Update

The club's custom sock order is now ready for pickup at The Sock Guy. Kay will inventory and ready the orders for distribution. Karl will distribute the Long Roadies, while Kay will distribute the Roadies and Clippers along with assistance from Dana Gross.

Sponsorships

Sean is in the process of confirming club sponsors for the upcoming 2025/2026 club kit. Escondido Christian Church & Schools has confirmed they would like to sponsor again. Sean is reaching out to Brian Axford Real Estate and Richard Duquette Bicycle Injury Lawyer to see if they would also be renewing their two year sponsorships. Sponsorship is \$750 per sponsor.

Club Kits

Two preliminary sample kit designs have been presented by Agile. Both samples are somewhat alike, in general, and the board would like to see another presentation from the graphic designer at Agile that are not both a solid block color design. Also, per the last board meeting's decision, "San Diego" needs to be noted on the jersey in order to identify the club's North County Cycle Club location.

Sean to give Steve the Agile graphic designer's information. Steve will contact Agile about designing an alternative choice to the block color style of design.

Once the optional designs are completed and the board agrees, Sean will send an email blast to the club for voting on the final design for production this fall.

Medical Kits

Howard discussed and proposed having ride leaders carry a small medical kit. Nothing elaborate, just band-aids, maybe a tourniquet, some antiseptic cream, just something to assist with a minor injury.

The board discussed the carrying of minor medical kits was the responsibility of the individual rider per the club's "Road Riding Rules and Etiquette" and agreed to not require this as a responsibility of the ride leader. Along with this, the suggested equipment list from this policy

needs to be reminded to the members. This could be done via an email blast to the club.

A possible quarterly email to ride leaders about safety talks before each ride was suggested. Karl to further review as part of the Ride Leader Subcommittee.

Club Media & Membership

To help drive membership, Jim has been looking at street fairs, cycling and other sporting events requiring a pop-up to promote the club and increase membership. Prices vary, some more costly than desired.

Sean offered the idea of “passive marketing” as a more effective and less costly form of marketing the club. Cards or flyers with the website details and basic club info could be handed out at events such as Big Bear, Gran Fondo, Cool Breeze, etc.

Ken Chin-Purcell had made up a stack of handouts about the club for membership interest. Jim to contact Ken to inquire about acquiring these handouts.

Upcoming 2025 Board Meeting Dates

Currently scheduled on the following Tuesdays:

September 9th

November 11th

Holiday Event or Other TBD

Actions:

1. Steve to reach out to members via email who are still pending their membership renewal.
2. Kay to compose text for Steve to send to Ride Leaders regarding collection and submission of ride waivers.
3. Kay to send email to sock recipients regarding distribution dates and details.
4. Steve will contact Agile's graphic designer for an alternate jersey design.
5. Steve to send email of suggested first aid supplies to be carried by ride leaders/riders.
6. Ride Leader Subcommittee to consider sending a quarterly ride leader update noting safety, individual responsibilities, and other items for ride leader updates.
7. Jim to contact Ken Chin-Purcell about club membership info handouts.

Motion to Adjourn

The Meeting was adjourned at 8:33 pm by Steve, 2nd by Kay and unanimously approved.

Respectfully Submitted,

Kay Pfeiffer

Secretary