



Date: November 2016
TITLE: ValloCycle Board Minutes

Members Present: Arthur H(Chair), Susan C

Members Absent: Jason P (Treasurer), Andrea C (Secretary), Lee W, Meg W

Visitors: Andrea E, Elliot M

Approval of Minutes: None

Operations

Current Memberships – 4 (through 11/17/2016) 3 expire 12/31/2016

October Income: \$140 (t-shirt sales)

October Expenses: \$181 (t-shirts & artwalk booth registration)

Net: (\$59)

Balances: \$869 City Account: \$123

UofM Account: \$146

City Budget: \$600

Fleet Update: 5 bikes ready for members

24 bikes in total program (9 need minor repairs, 7 need Major repairs)

Vallocycle.com – has been down since 11/11/2016

Marketing/Fund Raising:

AC/AE now have access to Facebook/Twitter for marketing purposes

December Chamber Chatter – Basic Chain Maintenance

Events: October – Trail Cleanup 1st, Homecoming Parade 6th, ArtWalk 29th

November –

December – Glow Ride 2nd Wednesday (Winter Wed Night Ride) 14th 6:30-7p

January – Glow Ride 2nd Wednesday (Winter Wed Night Ride) 11th

Other Business:

Idea Blurb: Revamp ValloCycle brochures

OrrPark Art's festival – booth with bikes & services in the spring

Wow weekends – SGA activities to promote students staying in town

Night Rides – sponsor this event, encourage bike decorations (consider

purchasing lights for VC bikes.

Critters by the Creek – consider booth

ValloCycle – advocacy rate/lifetime member/sponsor membership

Action Items:

AH – send out Elliot M blurb info

JP – ValloCycle.com update

AC – in charge of Facebook marketing

AE – in charge of Twitter marketing

SC – partner with student life for group night ride advertising

EM – partner with SGA for night group ride

Next board meeting January 16th (City Hall) 6pm