

## Princeton Free Wheelers Board Meeting

October 6, 2003

### Attendees:

Board Members: Norm Batho, Dot Horber, Carl Newmeyer, Peter Perkuhn, John Powers, Joan Prins, Mike Suber, Phyllis Suber

Below are the highlights of the October 6 meeting.

### Holiday Party

After a consideration of the facilities available at the Clarksburg Inn, it was decided that this year's Holiday Party would again be held at the College of New Jersey. Norm and Carl are working with the College to ensure that this year's Holiday Party is our best ever!!! The excitement will include a raffle of gift certificates from local bike shops and great desserts contributed by our members. *(Partygoers: please don't forget to bring your special dessert!)*

As stated in last month's Freewheel, due to the increased costs of having a catered party, it has become necessary to charge a \$10 per person co-pay for attending the Holiday Party. Since the Club now pays for the Holiday Party on a per-person basis, advance reservations will be necessary. See the Freewheel for more details.

### Financial Status.

Peter distributed the monthly Account Balances Report which indicated the club's overall balance to be approximately \$36K. In preparation for the club's 501(c)(3) application, Peter has computerized the Club's detailed financial records for 2001, 2002 and 2003 and prepared an annual breakdown of the financial data. Peter's analysis has confirmed that in recent years, the \$15 dues no longer cover the cost of producing and mailing the newsletter, necessitating the 2004 dues increase.

In an effort to reduce costs for the Club's telephone information #, we'll try the use of a low-cost calling card.

Just a reminder: 2004 memberships can be renewed before 1/1/04 at the present rates of \$15 for individuals and \$20 for family memberships.

### 2004 Event.

In preparation for the 2004 Event, Mike will provide information to the New Jersey Chamber of Commerce regarding next year's Event.

### Publicity

Based on discussion at the Meeting, it was decided that current Club policies regarding publicity and efforts to attract new Club members need to be clarified and defined. The PFW FreeWheel includes contact information for Phyllis (Membership Secretary) and John (Newsletter Editor), both of whom respond personally to queries from prospective members and offer advice concerning rides. The PFW website needs to include the same contact information. In addition, Phyllis offers a complimentary copy of the current month's Freewheel to prospective members. Further, local bike shops receive a copy of the Freewheel for perusal by prospective members. A new component of this policy, *The New Member's Brochure*, is being finalized by Bill Ketchersid for distribution and display at local bike shops. *Great work, Bill!!!*

### *Posting the Ride List on the PFW Website.*

The Board unanimously voted not to post the Ride List on the web at this time. It was felt that posting the Ride List on the web (1) would involve privacy concerns for some ride leaders, (2) could result in a decrease in membership due to riders just going on rides but not joining the club, and (3) would not have much effect on attraction of new members, who have ample opportunity to obtain information about rides [see "Publicity above"]. It was noted that club members already have the ride schedule in the newsletter, as well as the option to obtain it via email if they have that service.

### *Ride Leader Training.*

Joan reported that the Ride Leader Training Committee (Bob Barish, John Danek, Peter Perkuhn and Joan Prins) plans to meet on October 13. When preparation for the PFW Ride Leader Training Manual has been completed, the draft will be presented to the Board.

Ride Guidelines will be modified to include rules only, not policies.

### *Elections.*

Carl announced that members wishing to run for an office need to notify Karen Baldino.

### *PFW Hat*

Joan brought samples of the PFW hat, a baseball hat in a choice of 3 colors (stone, royal blue and bright yellow) with the club logo. The cost will be \$14/hat, including shipping.

### *Miscellaneous.*

Mike is making arrangements for next year's Board Meetings at the Princeton Boro Hall.

*Next Meeting.*

The next meeting will be on Monday, November 3, 7:00pm, at the Princeton Boro Hall.