

**VELO CRUCES**  
**Board Meeting**  
July 30, 2015  
International Delights  
Las Cruces, NM  
**Meeting Minutes**

**MEMBERS PRESENT**

Lisa Willman, Jamie Lakey, Jean Conway, George Pearson, Donald Wilson, Lesa Wilson, Ashley Curry and guest Armando Morales from the City of Las Cruces' Long-range Planning Department to discuss the Joint Planning & Engineering Conference to be held September 23 to 25, 2015 at the Las Cruces Convention Center to include a short historical bike tour for up to 30 riders.

**MEMBERS ABSENT:**

Tammy Schurr, G C Rochelle, Tony Quinzy + ??? (Lisa Willman is keeping record of board meeting attendance)

**1. CALL TO ORDER/ROLL CALL:**

Lisa Willman, President called the meeting to order at 5:29pm  
Introductions were made and **a quorum was determined present?**

**2. MSC (D. Wilson, Lakey) to approve minutes of 28 May 2015 meeting.**

**3. Treasurer's Report was given by Velo Cruces Treasurer, Donald Wilson:**

Donald Wilson, Treasurer states that the bank account for Velo Cruces was opened with a \$200 loan from Lisa Willman. Discussion of annual dues followed with the following dues amounts set at the previous meeting May 28<sup>th</sup>, 2015: \$18 per person or \$25 per family with checks payable to "Velo Cruces, Inc." Dues run for one year from the month paid. Several members paid their dues to be effective August 2015. Additionally, the following members have incurred expenses: a \$25 filing fee was paid on behalf of Velo Cruces by Lisa Willman and Jean has a receipt for the expense of obtaining a web domain.

**4. Web Presence Report:**

**Velocruces.org** is our website. Jean Conway and Jamie Lakey are continuing to develop the Velo Cruces website's three mission statements. Adding a calendar tab to the website like the Velo Cruces Facebook page has on it was recommended and George Pearson was deemed the calendar organizer. He already keeps the Google calendar for the Visibility rides and other events. Ashley Curry recommended "newly formed" be changed to January 2015 on the website with agreement from members present. It was suggested we might view other bike club membership forms with a link to the web page to help in developing our own but no one was assigned the task. This topic was left on agenda for next meeting.

**5. Logo Design Report:**

Christy is still working on this and was not present to report. President Willman suggested we leave this on agenda for next meeting.

**6. TED style talk Report:**

Lisa Willman suggested a High School Media Department student contest might be in order for developing some media type promotional material for Velo Cruces. YouTube was a suggested format by Armando Morales. Suggested contest prize amounts varied between \$100 and \$250 for media winners and a possible scholarship was brought up as well. Parameters for the media presentation length were one to three minutes as recommended by Ashley Curry. Armando Morales agreed to give us some more ideas regarding this agenda item. Donald Wilson recommended that the media winner's presentation could be made during May of 2016 at City Council for National Bike Month.

**7. Rio Grande Trail Report:**

George Pearson gave us an update on the July 29<sup>th</sup> meeting of the Rio Grande Trail Commission in Santa Fe, NM which discussed creating a 500-mile recreational route through New Mexico. Jeff Steinborn was there as well as Governor Susana Martinez. The first 23 miles of the trail were designated during this meeting.

**8. BPLC meeting Report (Bicycle and Pedestrian Facilities Advisory Committee):**

George Pearson gave us an update on the Valley Drive improvement proposals for both buffered and protected bike lanes. Protected bike lanes would cost an additional four million dollars more than buffered lanes. The Avenida de Mesilla as well as the University Boulevard corridor study was discussed. George Pearson reports that the La Llorona trail extension will be extended north; the now gravel trail will be turned into pervious concrete and connect to the outflow channel. The projects are currently in the design phase and are expected to be implemented in 2017. George Pearson will let the Velo Cruces members know when the next public meeting will be so members and interested parties can be sure and attend.

**9. CLC liaison Report:**

The importance of having a bike/pedestrian budget line item in the CLC's budget was discussed.

**10. Historical Properties Bike ride Report:**

George Pearson and Lisa Willman met with city officials Armando Morales and the senior long-range Planner for the City to discuss the Joint Planning & Engineering Conference to be held September 23rd to 25th, 2015 at the Las Cruces Convention Center. The conference will include a short historical bike tour for up to 30 riders. Lisa Willman has committed Velo Cruces to provide 30 bicycles and helmets for the approximately five mile historical ride to be held September 23rd from 4 to 6pm in the general downtown area with six bikes reserved from Outdoor Adventures. Participants in ride will contact Lisa Willman and she will keep the participant count to a 30 rider maximum. Waivers will need to be prepared and signed by all riders. Donated bicycles should be clearly identified so they can be returned to owners. Armando Morales will ask SWEC if the bicycles can be stored at their office on Las Cruces and Main Street downtown. The topic of insurance was brought up by Willman who recently had two hours of insurance training via a webinar. Velo Cruces will join the League of American Bicycles; **MSC (Curry, Lakey)**. There is no cost for the first year of membership; year two will cost \$75. Membership will allow Velo Cruces to purchase annual insurance in the amount of \$140/year. This comprehensive coverage covers up to 12 club organized rides a year with an additional \$2.84 per non-member participant to be paid "after" the event. **MSC (Lakey, Pearson)** to have Willman bind Velo Cruces with insurance costing \$140. Various cost deferring possibilities were discussed as well as a possible to charge between \$ to \$15 for the bike tour was considered unless the Conference and/or various Engineering companies would underwrite the bike tour. Willman requested all members spend ½

hour into getting sponsors for the event with several levels brought up: \$250, \$100, and other amount. **MSC (Conway, D. Wilson)** for Velo Cruces to run the bike tour and have members seek sponsors. Sponsors/underwriters would “not” become automatic members of Velo Cruces but a business friendly designation would be made for those businesses contributing. Ashley Curry, LCI, has volunteered to meet with any tour participants before the ride for a private session for them to get more familiar with bicycling.

11. **Tabling of remaining agenda items:**

**MSC (D. Wilson, All)** table the remaining agenda items until next meeting on August 27<sup>th</sup> 5:30pm International Delights.

12. **ADJOURNED: 7pm**

Submitted by: D. Lesa Wilson filling in for G. Rochelle, Secretary