

Velo Cruces Board Meeting Minutes
Thursday 23 February 2017 – 5:45 PM
International Delights Café

In attendance: Creamer, Huber, Pearson, Rochelle, Donald Wilson, Lesa Wilson, Willman

Meeting called to order at 5:55 PM by acting chairman George Pearson

1. MSC (D and L Wilson) to approve minutes from 26 January 2017 meeting.
2. Treasurer's Report: \$2900.00 balance with a check from Kohl's in amount of \$500.00 to be received shortly. Expenses of \$137.00 for lights for Ride Right Ride Bright were paid by treasurer. Kathy Cooke's donated bicycle sold for \$350.00 on ebay; in return we also received two good bicycles that can be sold. MSC (Rochelle, L Wilson) to accept treasurer's report.
3. Facebook has 357 likes.
4. Pearson addressed the city council on the issue of residential street speed limits, imploring council to reduce these from 30 to 25mph.
5. Visibility ride was limited by rain to two riders this month.
6. Meet and Greet at the Spotted Dog was highly successful; an estimated forty people showed up.
7. Budget concerns:
 - a. With regard to bicycle sales: Skorpion Bike Club, via Blake Stogner, has been selling bikes online for the Optimist Club. This is a good arrangement because more income has come in with Blake's marketing than previously; hence, it was MSC (L Wilson and Rochelle) to give 20% of the sales via Kaleidoscope to the Skorpion Club.
 - b. With regard to the Green Chamber of Commerce membership, after discussion we MSC (Rochelle, D Wilson) to join the LC Green Chamber at the \$125.00 level of membership. Treasurer will forward the funds to the Chamber.
8. Parks & Rec will review the Velo Cruces request for the CLC stipend at its meeting 6:00 PM Thursday March 16. Conway, Pearson, and Willman will attend for sure; others will try to attend.
9. New Member Packet was discussed; the issue here is that we want to discover alternative giveaways, since more cyclists receive maps, stickers, and the like while riding in the area. Suggestions moved toward exploring "bike friendly" coupons to various restaurants, shops, and of course outdoor Adventure. Individual board members will check out a short list and we'll build from there. The point is to work on tangible benefits.
10. VC email list will be checked, updates, and resuscitated via Pearson.
11. Earth Day events: following discussion, decision was made to have a table to give out information about Velo Cruces rather than sponsoring another ride that day (22 April).
12. May Events include the following:
 - May 6 – bike swap downtown mall
 - May 7 – bike blessing at the Unitarian Universalist Church
 - May 8 – Visibility Ride

- May 8 – 12 – bike to school week
 - May 11 – Bike/Hike Meet and Greet at Bosque Brew on University - PM
 - May 14 – cyclofemme ride
 - May 17 – ride of silence begins/ends at Mesilla Plaza 6:00 PM
 - May 19 – bike to work day
 - May 20 – mayor’s bike ride beginning from parking lot at city hall/library
13. Buck Moon Ride 8 July was discussed; no decision made on route etc.
14. Jingle Bell Ride – Rochelle reported that Henry Gil plans to resume the Toys for Tots ride again this year, which would occur on the same day we theoretically planned a second Jingle Bell Ride. There was a suggestion that we re-schedule our ride early November. Rochelle will keep in touch with Henry to see how to resolve the conflict.
15. Creamer brought up idea of working toward BFC in terms of having identified locations where people can find assistance in form of mechanical help, bicycle pumps, and so forth. The idea was discussed for a while and we decided it needs more work but can be dovetailed with committees working on renewal of BFC status for Las Cruces. More discussion at the next meeting.
16. Rochelle asked that there be three agenda items discussed next time:
- a. Booth at the Farmer’s Market – we will see what response we get at Earth Day and proceed from there
 - b. Community Bike Shop
 - c. Earn-a-Bike program
17. Meeting was adjourned at 7:15 PM.

Next Meeting of Velo Cruces Board: 23 March 2017 at ID at 5:45 PM.

Respectfully submitted,

Gabriel Rochelle, secretary