|  |  |  |
| --- | --- | --- |
| **Board Member Name** | **Position** | **Status** |
| Helen Berkman | President | present |
| Karen Betstadt | Vice-President | present |
| Ron Vasquez | Secretary | present |
| Nelson Paler | Outgoing Member/Treasurer |  |
| Marilyn Choske | Member | present |
| Riggs Osborne | Member |  |
| Virginia Dudley | Member |  |
| Mark Shimoda | Member | present |
| Phil Gee | Outgoing Member at Large |  |
| Suzy Ward | Incoming Member |  |
| Maria Elena Romo | Treasurer/Incoming Member | Present |
| **Others** |  |  |
| Jeff Krinsky | Webmaster |  |
| Kathleen Shelton | Communications Director |  |

**PLEASE TEXT HELEN BY 6:00PM (720-355-5687) IF YOU ARE PLANNING TO JOIN BY ZOOM**

1. **Approval of Minutes - Board Meeting of 12-13-2021. Emailed and in Dropbox.** Marilyn motioned for approval, Karen seconded. Approved
2. **Reports:**

* **Treasurer’s Report** 
  + Please make reimbursement requests within 30 days of event
  + Need an updated reimbursement request form
  + Audit needed – per By Laws
  + Treasurer’s report looked good: Bal $41,703; US Bank balance $600
  + Helen’s budget plan (discussion and more info on last page)
* **Webmaster’s Report**
  + - Status of Website Updates needed
* **Communications Director’s Report**

1. **Newsletter** 
   1. ***Next Newsletter is March 2022 (no Newsletter in February)***
   2. ***Deadline is February 25, 2021***
2. ***Sponsorships*** 
   1. ***Hand out Brochure – Karen***
   2. ***Decide on HomeLight sponsorship – 1st of 2022 non-bike related – all:*** The board decided not to do the Homelight sponsorship
   3. ***Decide on outreach plans to bike stores and others – Mark & Marilyn***
      1. ***Mark – list of members each to visit one store?*** Mark has some potential sponsors in mind and will approach them, then the team will decide which potential sponsors to approach after that (manage and restrict the amount provided by non-bike sponsor)
      2. ***Marilyn – Complimentary membership? Display racks? Other?***

***2022 Out of Town Trips***

|  |  |  |  |
| --- | --- | --- | --- |
| ***Location*** | ***Dates*** | ***Leader*** | ***Status*** |
| *Alamosa Paths & Pedal* | *May 2-6, 2022* | *Kathy Stommel* | *Full Service Tour* |
| *Pure Michigan* | *May 26 – June 5 2022* | *Marilyn Choske* | *Full Service Tour* |
| *Sailda Art Walk* | *June 23-26, 2022* | *Kathy Stommel* | *Pay-Go Tour* |
| *Fruita/Grand Junction* |  |  |  |
| *Fort Collins* | Sep 18-21 | Helen and ? |  |

***2022 Social Calendar***

|  |  |  |  |
| --- | --- | --- | --- |
| ***Event*** | ***Location*** | ***Date*** | ***Status*** |
| ***Winter Gathering*** | *Windsor Gardens* | *March 4, 2022* | ***booked –*** *needs marketing (email blast, homepage display) and dessert items* |
| ***Spring Kick-Off*** | *Clement Park (proposed)* | *April 30, 2022* | *Marilyn and Virginia will try to book two shelters (M, ?)* |
| ***Summer Picnic*** | *Anderson Park (proposed)* | *July 23, 2022* | *Marilyn will call to determine availability* |
| ***Caramel Apple Rides*** | *tbd* | *Oct 1, 2022* |  |
| ***VRD*** | *Raccoon Creek* | *Nov 10, 2022* | ***booked*** |
|  |  |  |  |

***2022 Marketing Events***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Event*** | ***Location*** | ***Date*** | ***Cost*** | ***Coordinator*** |
| *Local Coffee Stops ?* | *Various* |  |  |  |
| *Full Moon Rides ?* | *Brighton* |  |  |  |
|  |  |  |  |  |
| *Bike to Work Day* | *Denver* |  |  |  |
| *Other ideas?* |  |  |  |  |
| *Denver Century Ride* | *Northfield* |  |  |  |
| *Velo Swap* | *National Western* |  |  |  |

***Old Business:***

* ***Member Profiles – Marilyn***
* ***Update on Adopt a Highway – Karen*** (most slots are already taken, we will look for more ideas, $100 budgeted currently)
* ***Marketing – grocery bags vs custom masks - $10 range – Helen*** : The marketing brochures look great and will be mailed to board members for distribution.
* ***Jerseys – order page ready? Date to go live?*** Samples to try on necessary to confirm a proper fit (Helen will call Suzy); also, we need to determine whether or not and how much to subsidize cost as an incentive to for members to wear at rides and events ***- Suzy***
* ***MTB – outreach to new MTB coordinators – Marilyn***
* ***2021 Budget to Actual review – Helen***
* ***2022 Budget – need input – Helen***

***New Business***

* ***Take note: 2022 OOT Covid-19 Policy***
* ***Other***

***Next Meeting: Monday, February 14, 2022?***

* ***Location?*** Zoom meetings proposed for February and March, then tbd for subsequent meetings

***Action Items/Tasks agreed to:***

* Budget information: $21880 budgeted, $21810 actual; revenue is 99% of budget
* Cleanup day still proposed; $100 budgeted for the event (possible Highline Canal Trail?)
* Meetup has been billing DBTC twice – once in December and again in January, $98 each time (Helen will continue to try to resolve the problem). Currently 1300 people are on the list (good source/list for marketing outreach to increase membership)
* Advertising: $600 budgeted for rides (started discussion to increase amounts allocated for ride leader treats)
* President’s 2022 budget proposal provided for discussion
* Membership dues: ($35 x 232) + ($25 x 125) = $11,245
* Marketing ideas: a) subsidize cost of jerseys for \_\_\_ people; b) subsidize cost of drinks at DBTC events; c) incentivize members to wear jerseys to events
* Discussion of ideas to increase membership:
  + Cyndy’s welcome to DBTC letter to new Meetup members
  + Improve food/sandwiches at the events
  + Patty Gaspar and ride coordinators meet to discuss recruitment of ride leaders

***Adjourn meeting:*** 7:45pm