

# **SORBA Executive Directors' Meeting**

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5/11/03

## **Attendees:**

Tom Sauret  
Neal Nichols  
Tracy Farrell  
Keith McFadden  
Craig Hall  
Walt Bready  
Robin Allen  
Mike Riter

Nolan Boyd was not present, as he has resigned his position of Secretary.

## **Maxxis Program**

Tracy Farrell has volunteered to work as the Maxxis Program Coordinator for SORBA. Neal will get info from Chris Gilligan and forward it to Tracy. Tracy will confirm membership status and pick one member per month to win a set of Maxxis Tires. (two winners per FTT issue).

We don't know who takes the photos or sends the tires. Need to contact Chance Regina at Maxxis to find out. Not sure whether Neal or Craig will contact.

Craig mentioned that he can do the art work himself. He'll add a tire to the photo and plug it into FTT.

There are actually 2 Maxxis programs. One is administered through the Web site and the other is Worker of the month, whose winners appear in FTT. Tracy will administer both.

## **Keith**

Wants to reward Pay Dirt participants who are not the Top Ten race winners. As the Pay Dirt program stands now, it offers little incentive to do trail work for the majority of racers. Keith would like us to implement a reward that will ultimately draw more workers. Keith proposed that we hold a GAP race that is open only to those who have put in their 10 hours of volunteer trail work. The program would begin in 2004.

Walt mentioned that only about 50 people would be eligible for the race. Keith answered that the incentive would hopefully bring in more participants.

Someone suggested that perhaps we hold a Time Trial (not a GAP race) for Pay Dirt participants. Someone also mentioned offering qualified Pay Dirt participants free admission to a SORBA event. Someone also mentioned awarding a free race pass to a GAP race next year.

The idea of holding a race at a venue where no one ever gets to race sounded attractive. Bull Mountain and Lake Russell were suggested as possible race venues.

We need to discuss this with GAP and see what they would be willing to support. Adding questions to the riders survey was mentioned, but we don't want to wait until January. Perhaps a survey could be done at the Bike for Fun event. I believe that Walt will talk to GAP and see how to proceed.

### **National Trails Day**

Running smoothly. Tom will call REI and Galyan's to see whether they will offer some form of sponsorship, such as T-shirts, snacks, or drinks.

### **Fat Tire Times**

We sold \$850 worth of advertising for the current issue of FTT. That's the most ever, but it still costs us \$2500 to produce and deliver each issue.

Craig says that with increased advertising, he has a hard time fitting it all in, and he'd like to add 4 more pages to each issue (it's either that or cut back on editorial). We agreed to add more pages for advertising.

July/Aug issue--Craig needs to receive Nimblewill registration by June 10. Mike will confirm the cost of camping, and Craig can use last year's registration form to run in FTT.

Sept/Oct issue will focus on Carter's Lake and Tumbling Creek

Some people are reporting that they get their issues late. Not sure why.

Wrenched Words—those writing columns should be SORBA member shops. Tom will call Joe and let him know he needs to pay his dues. Let Mike Palmeri know that his article will not run in the issue. Perhaps Craig should stockpile articles and run them as needed. Or the articles can be put in a different place in FTT, other than Wrenched Words.

Tom said that those willing to sell ads can talk to him before approaching a shop to find out just what their status of support for SORBA is.

We'd like to have a cover letter for FTT ad solicitation. Perhaps the Public Affairs Director could put together something.

### **Public Affairs**

Robin is new Public Affairs Director. What do we need? We need to market SORBA. Tom will send Robin some PR procedural info. Tom will review releases and other materials before she sends them out.

We need to put together Bios for the whole Board. Robin will work on a format. Each Board member can send her their info.

Paul Tidwell is a good source for photos. We need to let people know what our standards for photos are. This info is included in the ad rate kit.

Robin needs to send out an email to the club Presidents, telling them how much lead time to give her and what format to send the information in. Also ask them for media contact info in their area.

Start thinking about 2004 now.

## **Helen**

No confirmation on live music

Belinda needs help with Trips for Kids. I'll call Tom about using my truck.

Tracy leaves so that the rest of the meeting is conducted by Directors only.

## **By-Law Changes**

See Tom's handout regarding paid positions (suggested salaries/stipends and new by-laws). SORBA is unusual in that we don't have that many paid positions. Tom proposes changing the SORBA by-laws so that the BOD is salaried. Salaried members give up voting privileges. Chapter Presidents would elect a Board President and Vice President from amongst themselves.

Tom also distributed a handout detailing what SORBA offers members and chapters. We came up with some additions. Tom will revise his list and email it to everyone. We can email other additions to him.

## **Other Business**

SORBA is 15 years old, and we haven't done anything to celebrate it. Perhaps we could collect stories from early members and publish them in the Nov/Dec. issue of FTT.

Jay Franklin has old FTT issues. We need to photo copy and archive these old issues.

Could Kennesaw Mountain National Battlefield be opened to bikes again? Dare we even mention it?

Mike is talking to officials in Cobb County.

The Army Corps of Engineers in the Southeast wants to put in more mountain bike trails.

Chapters need to seek other ways to get trails built, outside of building them with volunteers.

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Robin Allen, Acting Secretary

Tom Sauret, Executive Director