

McLean County Wheelers 2020 General Meeting
Monday, January 6, 2020 @ NPL

1. 2019 Accomplishments

A. Rides

- a. Metric moved to 3rd Saturday in June for 2nd year - good sign ups but got a lot of rain....
- b. Training Rides ran seven weeks with good participation on all dates. Thanks to all the volunteer leaders and sweeps. Rides stopped at Vitesse & BCF; try as we might, could never get a date that worked at Wilsons or the Bike Co-op.
- c. Mellow ice cream rides were well attended (mid-June to end of Sept.)
- d. Century Train rides drew a small but dedicated crowd. It was good to differentiate from regular Show & Go. Largely stopped as a separate event by early July. Thanks for the leadership Allan!
- e. Tom did a nice job rebranding the Show & Goes with a no-drop approach, specific destination and distance, and usually breakfast. The culinary rides were well attended.
- f. Brian & family led our first out of town Beyond Normal rides in years. One ride monthly July to Sept.
- g. Jim Neely used MMS text messages to organize a group of early, fast, medium distance riders.

B. Advocacy

- a. Ride of Silence had both mayors speak before the ride. PR in local media. Number of riders??
- b. Wheelers were well represented at the Bloomington Rt. 9 bike lane open house as well as the Normal information gathering session for the revised Bicycle and Pedestrian Master Plan.
- c. Meet in the Middle is more ride than advocacy and this year Rep. Keith Sommer didn't attend. Regardless, it was an opportunity to chat and exchange ideas with our Peoria counterparts.

C. Communication

- a. Facebook and social media continues to mature. FB works well for events and event updates. Thanks to Mike D for keeping the site fresh and interesting.
- b. Adam initiated a McLean County Wheelers group on Strava with some nice interaction for those on the Strava platform.
- c. Website calendar still used by some. Other than that, the website is a good user manual for the Wheelers.
- d. SignUpGenius continues to work reasonably well for training ride leadership organization.

- e. All new/renew members received an email membership welcome letter. Will continue this practice in 2020.
- f. Efforts made to better manage membership email lists (Jane, Richard, Allan, Tom). May benefit from all of us using one Mailchimp account - explore further.

D. Marketing & PR

- a. New logo proudly displayed on NEW jerseys (55 purchased and distributed in early November).
- b. FB & website & Richard's weekly email all displaying the new logo. Thanks for making this happen Kellie.

E. Socials

- a. Nice mix of monthly socials. Average attendance ~24 members. Much thanks to the social committee: Penny, Earla & Kathy.
- b. Holiday party 2019 had 50 attendees.
- c. Life members (12 lifers). Greg Girrard added in 2019.

F. Money

- a. Jane kept us solvent and current with Quickbooks.
- b. Kellie got us into the Square with a couple credit card payments at the Metric.
- c. Donations to Bike Coop (\$500) and Ride Illinois (\$300). Thanks to ad hoc committee for budget recommendations (Kellie, Jane, Laurie Bergner, Cesca Erb, Mike Doherty).