

Helena Bicycle Club

Minutes of Meeting

Via Zoom

January 19, 2021

**Members Present:** Dave Campana, Dan Dodds, Mary Ann Wellbank, Robert Rasmussen, Jan Campana, Ron Jendro, Gretchen Krum, Blair Krum, JoAnn Chambers, Jim Barnes, Crowell Herrick, Todd, Gary Wiens, Rick Bush, Todd Tillinger

President Dan Dodds opened the meeting at 7:05 pm. Members started by introducing themselves.

1. **Review of Previous Meeting Minutes**

David Camp moved to approve the December 2, 2020 minutes. Mary Ann Wellbank seconded. Passed.

1. **Fill Empty Director Position**

Mary Ann Wellbank nominated Gretchen Krum. Seconded by Blair Krum. Passed.

1. **Helena Bicycle Club on STRAVA**

Rick Bush reported on his idea for the HBC to use Strava and has registered HBC as a club to Strava. Members can join Strava, then become part of the club’s Strava section, can post events, and be on a leaderboard. Rick will post information on Strava and send out invitations this spring. Users can see other people’s Strava rides and receive reminders about club events and activities. It could be a benefit of membership. Crowell suggested that perhaps bike club members could invite others to join. Some discussion ensued, and there was general consensus that at least at the beginning, people would have to be bike club members to join the club’s section on Strava.

1. **Ride Planning**

Dan hopes for a better year with no forest fires. He asked people to suggest rides, both regular weekly and longer all-day and weekend rides.

Regular weekly rides: Last year, the club held Tuesday evening and Thursday morning rides, and the York Burger Boogie ride on a Saturday. There may have been one other Saturday ride. The Cupola was a good meeting place, although the location is hard to explain to people who don’t know where it is. The address is 2401 Colonial Drive for people who need GPS to find it.

Dan thought it would be a good idea to put together a calendar of rides and post them on the website. The club could post Tuesday and Thursday routes up in advance and whether easy, intermediate, etc., type of ride. Dave suggested calendaring it on the website plus sending ride information out the night before, which would include the route, the leader, difficulty, distance, etc. Jan suggested adding information about whether the ride includes a food option, if stopping for lunch or ice cream etc., especially on the Thursday morning rides.

IR has calendar of events, on-line which would be a good place to post events. Mary Ann will call about summer in Helena in IR publication, and will provide information about the website. Also, others suggested putting calendar up at local bike shops, and in health clubs.

Everyone seems to like the York Burger Boogie. Dave volunteered to lead that ride. Saturday, May 22 is the tentative date. Riders will start from the Cupola (Reber Park).

Club members agreed that the Boulder Ice Cream ride should be continued. The route is generally the Cupola to the Frontage Road, then Interstate-15 to Boulder. Dan Dodds will lead the ride. The 4th of July is on a Sunday in 2021.

Gretchen suggested varying rides from year to year so people maintain interest.

Dave Campana agreed to organize a Coeur d’Alene Trail Ride, possibly in August before Labor Day. This ride has been successful in the past. Riders could stay at a designated motel in Wallace or another city along the route.

Some club members are interested in touring. It was suggested that the club maintain a list of those who want to do overnight trips to Vigilante, Park Lake, etc.

Individual members of the HBC can also host show and go rides. If members are planning rides a few days in advance of the scheduled date, those rides can be added to the website and disseminated to membership.

1. **Promoting the Club and Rides**

The ideas suggested at the meeting for promoting the club and rides include the proposed calendar on the website, advertising in the Independent Record and listing the HBC on Strava. Mary Ann volunteered to check on the Independent Record’s summer publication to see if HBC can advertise there.

Posters around town was also discussed. Dan would be happy to print poster, if someone else would create them. Gretchen Krum volunteered to create a poster if someone would help with the content.

Jim Barnes, owner of Big Sky Cyclery, said he would display posters on the event board in his bike shop. He’d also welcome cards and membership forms to hand out to people. Gretchen suggested including a QR code on the poster, so that people could go right to the club’s website.. The club could also create business cards that would include QR codes, a club graphic, and the website address to leave at various businesses around town.

When asked about whether his shop is aware of new road riders and their possible interest in group rides, Jim said most people buy mountain bikes and ride with friends, but some people who are new to town are road riders. The HBC website has good, mapped rides in its Archive of Great Rides. It would also be a good idea to create a printed list of routes that could be distributed to bike shops and sporting goods stores. There is a concern about the amount of counter-space printed materials would take up in a shop, but if there were a way to address that, a list could be helpful. Rick said most rides are mapped, have elevations, turns, etc. You can also post rides via Strava.

Jim has an app called “Ride Spot” ([www.ridespot.org](http://www.ridespot.org)) put out by People for Bikes. This organization is trying to collect on-line routes. Riders can submit rides.

Dan will look into the club’s maps to see if they can be converted from PDF to something that can be plotted on GPS or used on apps. He is familiar with apps that operate in a similar manner.

Dan wondered if anyone knows about upcoming bike swaps or similar events. Jim said last year they were trying to put together a bike week in Helena, but it got cancelled and he hasn’t heard of anyone trying to revive it.

Dan asked if anyone was interested in a club jersey. Some women expressed interest in a women’s fit. The last jerseys were done by Peak 1 Sports (peak1bikestore.com, added by Mary Ann Wellbank after meeting). We could ask if that company still has the design and find out if there are minimum jersey orders. The previous jerseys were designed by Dave Reher who works at Allegra Printing. Dan will look into jerseys.

1. **Storage Unit**

Before Ratswest, Dave and Dan looked at the storage unit. There were signs, shirts, water bottles, entry forms for the old One Helena Hundred, etc. Club members might be interested in some of the items and others might be useful for promotions. Dan and Dave will do an inventory and report back at the next meeting. Members can talk about what to do with these items.

Rick said Blackfoot Brewery has a non-profit night—a dollar per growler or some donation. We could donate some of the items in the storage locker.

1. **Other Club Business**

Dave said he had been contacted by a graduate student at the University of Notre Dame, Brandon McNab. He is doing a thesis on the cycling industry. Dave will send the survey link out to club members. Crowell mentioned he was contacted by Brandon and did a Zoom call. He said this is the student’s capstone project. Brandon asked questions about organized rides, event beneficiaries.

Robert asked if the club surveys its members. Todd did a survey a few years ago about the types of rides people like. Todd still has the survey and will send it out. It would also be useful to find out if people are interested in jerseys. Dan has done surveys in the past. This will be an agenda item for the next meeting.

1. **Next Meeting**

Rick has friends who are willing to do a presentation on “Riding Across the US in COVID Times” at one of the upcoming meetings. Rick and Ellen Bush also volunteered to talk about the Katy Trail.

Rick will check on dates. Rick and Ellen could talk about their ride along the Katy Trail. Meetings were tentatively scheduled for Tuesday March 2 and Tuesday April 6.

1. **Adjournment**

The meeting was adjourned at 8:25 pm.