Meeting Minutes


Click here [http://bikeksg.nationalmssociety.org/site/PageServer?pagename=BIKE_KSG_PlanningCommittee] to check out the planning committee section on the website. View the meeting minutes, calendar of events, job descriptions and much more!

1) “Snow” Breaker
   • Name & role on committee

2) Marketing & Recruitment Update
   • Current participant & financials (as of 4/21/08)
     o 636 participants (25% up)
     o $59,623 collected (137% up)
   • Teams & Sponsors
     o We have 53 teams signed up for 2008 — over half of last year’s teams are back.
     o People on teams account for 61% of total Kansas City registrations to date – down from last year’s 81%.
     o We will have team recruitment week May 12 -16th week.
     o Our first kick off event for team captains is this Wednesday the 23rd from 5:30 -7:30 at Boulevard Brewing Company.
     o We have added Serono Pfizer as a sponsor for 2008 they are a $7,500 sponsor.
     o If anyone has sponsorship or team leads please let Matt Rhea know at mrhea@nmsskc.org or at 913-432-3927. We are still working on our sponsorship goal for 2008.
   • Marketing initiatives
     o Sponsors Mix 93.3 and KMBC are back for this year. Promos should start running in May.
     o 15 billboards will go up starting May 5. Thanks to Jess White for design work!
     o Direct mail postcard to 2006-2007 participants who aren’t registered for this year will go out in the next couple of days. It will remind them of the early bird discount of $10 off the registration fee.
     o Brochures and posters are at the printer right now and will be distributed by mid-May.
     o We are looking into buying a list for targeted zip codes that our key demographic lives in to recruit potential new cyclists.
     o Thanks to suggestions from the committee we have two new bike store sponsors, Epic Bike and Sport and Family Bicycles. We are excited to have these great bike stores on board for 2008, if you know of any other new bike stores that are looking to get involved please let us know.

3) General updates
• **Ray-Pec** – We have secured the high school for our 2008 start and finish location. This year there will be no competing events like the cross country meet in 2007. There will be a few school buses picking up students for sporting events but that is all.

• **Sedalia Meeting** — We hosted a meeting with some of our key volunteers in Sedalia on April 3; we had a good turn-out and we are excited to get the Sedalia community more involved with this year’s event. We also met with Pro Velo the local bike store and the Visitors Bureau to gain community support and really find ways to give back to the Sedalia community. We are planning a second meeting for the week of June 9.

• **Agreement forms** — Most of you have committed to a sub-committee and many of you have taken on a leadership role; we would like to formalize that commitment. We’ll give sub-committee chairs the agreements to pass out during the breakouts. Please sign these agreements and return to your committee chair at the end of your breakout meeting. If you have taken on a leadership role, there is different agreement form for you, please ask your committee chair for your specific agreement.

**ACTION ITEM:**

If you have not signed your planning committee agreement form [click here](http://bikeksg.nationalmssociety.org/site/DocServer/General_Job_Desc_-_Member.pdf?docID=29466) to download it and bring to our next meeting. We still have open leadership roles in the recruitment and memorable experience committees; please contact Jennifer Anderson if you are interested in one of these committees or if you would like more information. Jennifer Anderson, janderson@nmsskc.org or at 913-432-3927.

4) **Sub-Committee Breakouts**

**ATTENDED:** Bea Westhues, Beth Taylor, Bob Van Cleave, Cheryl Willis, Danny Dorrell, David Foran, Dick Carter, Duane Haverty, Ed Novak, Jerry James, Joel Grieschaber, Kay Carter, Terry Forge. **STAFF:** Sean Staggs

• **Logistics** – Duane Haverty & Dick Carter
  - Finalize Routes (including Short-Route)
    - Day 1 will take 58 through Holden & follow around to SW 200th instead of winding through Centerview. A few rest stops will have to be adjusted.
    - Day 2: Unless significant mileage can be saved by mirroring Day 1, will be the same as 2007 Day 2 (other than Centerview adjustment as previously stated for Day 1). Dick & Duane will review the route mileage to determine mileage savings (if any), as well as other safety concerns.
    - Short-route has not been priority to this point. Jerry James had some ideas on potential routes, but more research needs to be done.
  - Adjust rest stops as needed
    - On Day 1, Rest stop #s 3, 4 & 5 will have to be adjusted to accommodate the new route.
    - Day 2 rest stops will remain until determination of route.
  - Medical Updates
    - Kelly has provided a list of items needed to finish the med kits for supplies. There is some question as to the completeness of the med guidebooks. David Foran and Duane to follow up with Kelly for determination.
    - David suggested Medical personnel at rest stops be directed to give some basic “what to look for” training to Rest Stop volunteers & HAMs when they arrive on scene to help be eyes and ears for potential medical issues.
  - Communications
    - Dick Carter expressed concern over rising fuel costs affecting volunteer recruitment, specifically with SAGs and mobile folks. Dick charged all with asking friends & family to help SAG & of course if they’re a HAM, to get involved as well. Much discussion was had, and it was determined that volunteer mileage for Bike MS is tax deductible, either the mileage or the expenses incurred (fuel, food, etc.) in conjunction with volunteer duties.
    - Duane gave a special thanks to Joel for working with Mike Bennett this year on SAG coordination for the route.
    - There will be 3 Net Controls again this year. One at the High School in Ray-Pec, one in Sedalia at the Fairgrounds and one at a mid-point like Warrensburg.
• Discussion was had that the High School doesn’t need to be utilized & to save the expense; Net Control could be at a personal home (Ray & Katie’s). – More research on that option to come.

  o Motorcycles
    ▪ Certainly need more motorcycles to help alleviate fuel issue on ride support. Bikers for Babies are not in conflict with Bike MS, so we should have good support. Additionally Elmer & Anne Russell’s husband should be able to recruit more motorcycle support this year.

  o Route Signage
    ▪ Danny & Terry were happy with the route signage as it occurred last year. With the assistance of a crew, the signage was done efficiently and well. A special thanks & request to “paint” the route again was made. Sean expressed that it would happen again and hopefully not directly by him, but by a recruited volunteer.

  ▪ Safety
    • More volunteers are needed. A Route needs to be finalized before a safety evaluation can be done for locations of concern.
    • Discussion on how to best provide the vests & flags to the safety patrol.

  o MAPS: Much discussion was had about the maps & communication to volunteers.
    ▪ Volunteers (especially mobile ones) need to have good maps that lay out rest stop to rest stop & delineate off-route directions from point-to-point.
    ▪ Jerry James has large colored county maps for the 3 MO counties traversed by Bike MS. He and Humana graphics design are working on a way to combine & condense the counties into a useable format.
      • Humana has signed on to prepare the route maps for cyclists, etc.
      • As route is closer to finalized and final rest stop locations are secured, more information to become available.

  • Recruitment – Jim Lawrence
    ATTENDED: Mike Bennett, Jess White, Tim Sabin, Keith Pappert, Ken Cobb, Sharon Curtis, Paul Curtis, David Eaton, Susan Assel. Staff: Matt Rhea, Nicole Long

  o Training Rides
    Mike Bennett put the call out to help with training rides, especially on days with Fix a Flat and Safety Clinics. He’d also like to connect with James Prim on urbanizing the KC Metro training ride route.
    ▪ We discussed what’s involved in each training ride:
      • The basics: getting people to meet, sign a waiver, pick up a route map, hear a little about Bike MS and get on the road. Each training ride liaison gets a tub of info with route maps, waivers, etc.
      • Do we mark the route somehow? Mike has not due to time constraints. Some municipalities won’t let you. Most cyclists are okay without arrows/spray paint.
      • Do we have a rest stop? Very hard to do with one person running the ride. Sharon Curtis provides for Shawnee Mission route, but other rides are generally okay without a stop.
      • For unregistered cyclists, the MS Society follows up with a direct mail piece.

We talked about a ride with later start time to capture a different group of cyclists. Afternoons on weekends or 5 or 6:30 starts on week nights. We have some concerns about traffic and safety issues, so the routes would need to be carefully chosen.

We need to continue promoting other club rides that have different start times. They are mentioned on the training ride calendar. Links to kcbc.org and jcbikeclub.org will go on the MS Society training page. At training rides, we can hook those not on teams up with team captains. We could even provide team profiles at rides and online so individual riders could find a match.
We talked about asking people affected by MS to come out to training rides. They could help with some of the paperwork and do some mingling to reach those cyclists not connected to the cause.

**ACTION ITEMS:**

- Volunteers needed to help with training rides.
  - This could be as simple as helping with paperwork (waivers signed, handing out maps) and working the crowd at one or two rides throughout the summer. Please check your schedules and let info@nmsskc.org know what ride you can help with!
  - We’d love someone to contact Panera or other bakery the night before the ride to ask about getting bagels for the next morning. Often, Panera has to dispose of them by 6 p.m. and is willing to donate.
  - Could develop into a volunteer group or Bike MS team adopting a route or individual rides throughout the summer.
- If you are a training ride liaison, please ask each cyclist to sign a waiver for your ride their first time out (even if they’ve participated on other routes during the summer).
  - Please make copies of the waivers and hand off to MS Society staff so they can cultivate those not registered for Bike MS.
  - Also, please ask about participants’ interest in a later training ride time.
- Jess White will talk with her team captain about picking a few dates in the summer to publicize for later start rides – possibly out at Olathe South High School.
- The MS Society will ask in newsletters, emails and at the team captains’ kickoff about later training ride times & teams adopting training rides.
- The MS Society will update the training ride waiver to get more information on individual riders to potentially hook them up with a team.
- The MS Society to work with Laura and the programs teams to get clients interested in attending a training ride.

- **Bike Stores**
  - The MS Society asked for help visiting non-sponsoring bike stores to drop off half-sheets and talk about Bike MS a little.

  We noted that Bike America in Olathe has a new location. And we took the Tailwind Cyclists Shop in Pittsburg, KS off the list due to distance.

  **ACTION ITEMS:**
  
  - David will visit Cycle City and MultiSport Marketing.
  - Ken will visit Elite Cycling, Midwest Cyclery, Monkey Works Custom Bicycle and Turner’s Cycling & Fitness.
  - Keith and other Sam’s Club associates will take Forces of Nature, Pace Bicycle Haven, Peddlers Cycling & Fitness, Ride Bicycles and Summit Bike Shop
  - Sharon and Paul will go to Santa Fe Trails.
  - Jess will hit Leawood Bicycles and River Market Cyclery.

- **Health Clubs/Gyms**
  - Jim Lawrence asked about compiling a list of gyms and health clubs and adding them to our distribution or mailing list for brochures.

  **ACTION ITEMS:**
  
  - David agreed to tackle the Northland list.
  - Keith will check into software at Sam’s Club to see if we can pull a list for the area.
  - Sharon offered to compile the list once pieces are complete. Please send any lists to spots101@sbcglobal.net.

- **Other Ideas**
  - Team profiles would be a nice addition to the website and even at training rides. If someone is looking for a team, they could pick from those on the list.

  **ACTION ITEMS:**
• Matt to ask team captains for brief team profile to post online and share at training rides. Ask about things like team training, size, atmosphere, age, likes/dislikes, etc.

• **Memorable Experience** – Mike Goldman  
  ATTENDED: Mike Goldman, Anne Richards, Gale Bradley, Anne Russell, Tammy McKeever, Doug McKeever, Dave Will, Deb Williamson, Steve Young. Staff: Kris Rauh, Jennifer Anderson, Laura Bryon.

  o Fill leadership roles with in the sub-committee:
    ▪ Start/Finish Line Liaison: Anne Richardson
    ▪ Route and Rest Stop Flair: Dave Will
    ▪ Overnight: Open
    ▪ Safety Marshalls: Michael Grimes
    ▪ Volunteer Cultivation: Anne Russell
    ▪ In-Kind Donations: Gale Bradley
    ▪ Pre-Ride Flair: Open

  ***There are only two leadership positions left to fill, please contact Mike Goldman if you are interested in taking one of these roles or assisting with a certain area. Mike Goldman, bikers1692@sbcglobal.net or 913-530-0028.***

**ACTION ITEMS:**  
Goals for committee to work on by May P.C. meeting:
- Each committee member needs to start thinking of ideas to create a memorable experience for their specific area. If you haven’t signed up for an area, please come up with a few different areas.

  o Brainstorming:
    Start/Finish Line Liaison:
    - Have more signage to help people know where to go in the morning.
    - Having cheering shifts to keep the excitement up for those cyclists who arrive a little later in the afternoon.
    - Everyone likes the way Bryan Busby says cyclist’s names as they cross the finish line.

  Overnight:
    - Have organizations sell items for cyclists. They could sell ice for teams or food for volunteers and friends & family that cheer on cyclists.
    - Have shower trucks because the bathrooms in Sedalia are always very dirty and there is usually no hot water.
    - Have cheering shifts, there is usually not much excitement for the day one finish and it will help keep cyclists excited and motivated.

  Route and Rest Stop Flair:
    - Everyone loves the idea of having misters at some of the rest stops. We want to create a unique and memorable experience for cyclists at every rest stop.
    - Possibly have camping showers at some rest stops for cyclists to cool off under.
    - Have extra ice at rest stops for cyclist’s water bottles.

  Pre-Ride Event Flair:
    - Have ice cream or other food items at check-in. Boulevard is such a big hit that having other items or raffles at the check-ins will create extra excitement.

5) **Wrap up**, next steps, next meetings, & important dates
- Team Captain’s Kick-off is this Wednesday the 23rd at Boulevard Brewing Company.
- Our next planning committee meeting is May 19, 6pm to 8pm at the Kauffman Foundation.