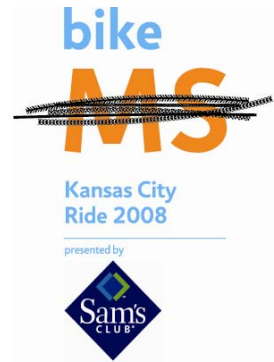




Bike MS: Kansas City Ride 2008
Planning Committee Meeting
June 16, 2008
Matt Ross Community Center
6:00 p.m. to 8:00 p.m.



Meeting Minutes

ATTENDED: Anne Richards, Anne Russell, Ann Staggs, Bea Westhue, Beth Taylor, Bob Van Cleave, Carol Buchanan, Cheryl Willis, David Eaton, Dick Carter, Doug McKeever, Ed Novak, Jerry James, Jim McGinley, Joe Rollings, Kay Carter, Kelly Jenkins, Mike Goldman, Michael Grimes, Mike Bennett, Pat Haverty, Paul Curtis, Ron Cowan, Sharon Curtis, Steve Young, Tammy McKeever, Tim Sabin, Tom Staggs, Joel Grieshaber, Lori Houle.
STAFF: Kay Julian, Kris Rauh, Sean Staggs, Jennifer Anderson, Nicole Long, Matt Rhea, Laura Bryon, Mickenzie Brecht.

1) Marketing & Recruitment Update

- **Current participant & financials**
 - Registrations: Currently we have 1,021 registrants (down 1% - 13 people) from this time last year – 257 registrants since last months meeting.
 - Financials: \$132,699 turned in (\$66,116 since last months meeting) – 4.8% of \$1,381,900 goal has been collected so far.
- **Teams**
 - Our next Team Week will be June 23-27. This team week will focus on recruitment for the event and fundraising tips.
- **Marketing initiatives**
 - On June 23, we'll be mailing two postcards Chapterwide. One is to current Bike registrants encouraging them to Beat the Average of \$624 raised last year. The other is to 2006-2007 participants who have not signed up for 2008 yet.
 - Mix 93.3 has their promo up and running, and Kelly has mentioned the ride several times on his afternoon show. That includes a plug about Team Fun Police at First Fridays on June 6. Nice work to Jess White and her team!
 - KMBC has a section of their new weather website devoted to a training ride forecast. All of our upcoming events will be listed throughout the summer.
 - Boulevard Party on June 19 – come one, come all and get some folks signed up to ride!
 - A reminder that early bird registration is now closed. Registration fees online are \$30 and offline are \$35 until registration closes August 22.
 - Mark your calendars for Nov. 13 – the MS Conference. We'll celebrate all of our 2008 achievements in special events, programs and more with a cocktail reception at the Overland Park Convention Center.
- **Volunteers**
 - Summer visits: we are looking for 10 volunteers to deliver goodie bags to people with MS in long term care facilities around the metro July 14-18. Contact Laura Bryon at lbryon@nmsskc.org or at 913-432-3926, press 2 if you are interested.
 - T-bones game: volunteers joined the MS Society and about 100 clients at the T-bones game on June 18 as an appreciation day.

2) General updates

- Revised safety training pricing: We have made a change to the cost of our safety training classes. Group skills classes are now free for those cyclists that are registered for Bike MS. Road 1 is free if cyclists are registered for Bike MS and have reached their \$200 fundraising requirement. It is \$20 for those cyclists that are registered for Bike MS but haven't reached their fundraising minimum and then it cost \$40 to the general public.
- Route Scout trip will be July 12. We would like to see at least one representative from each committee attend the trip and anyone else that has a leadership role that is a part of the route or rest stops. **People signed up: Tim Sabin, Bea Westhues, Mike Bennett, Mike Goldman, Tom Staggs, Jim McGinley, Bob Van Cleave, Jerry James, Beth Taylor, Dick Carter, Kay Carter, Ed Novak, Pat Haverty, Duane Haverty, Joel Grieshaber, Ron Cowan.**

If you would like to attend the route scout trip or if you know anyone or any business that might loan us or give us a discounted rate on an air conditioned bus, please contact Jennifer Anderson at janderson@nmsskc.org or at 913-432-3926, press 2. You must contact Jennifer Anderson by June 25 if you are interested in attending.

- Hotel Rooms in Sedalia: We have extra hotel rooms in Sedalia that we will be releasing the week of 6/23/08. If you would like to reserve a room please let Jennifer Anderson know at janderson@nmsskc.org or at 913-432-3926, press to. **Please let us know by Tuesday 6/24/08.**

3) Sub-Committee Breakouts

- **Logistics** – Duane Haverty & Dick Carter
ATTENDED: Jim McGinley, Cheryl Willis, Ron Cowan, Duane Haverty, Tom Staggs, Bea Westhues, Pat Haverty, Joe Rollings, Jerry James, Bob Van Cleave, Kelly Jenkins, Ed Novak, Dick Carter, Beth Taylor, Joel Grieshaber.
 - Updates from Sub-Committee liaisons
 - Rest Stops: Day 1 lunch (RS#5) is the only rest stop still needing to be secured for the traditional route – there are calls into multiple options, just not signed on dotted line as of yet. Rest Stops 12 & 13 (#2 & #3 on short route) are being researched by Tom & Ann Staggs.
 - Route: Day 1 & 2, Century Loop and Short Route have all been finalized. Duane and Dick will be finalizing the MapMyRide.com point to point in the next week with GPS coordinates for all turns, and Rest Stops. Sean is going to provide Duane with alternative mapping websites to evaluate.
 - Mapping: Jerry and graphics designers are ready to go with templates to drop the details into when available from Dick & Duane.
 - Medical: Just a few supplies still needed; Med. Binder update is in progress and on-schedule. A broader push for Medical volunteers (20 miles North & South of route) will be made in the coming months to gather more weekend-of help.
 - Communications & SAG: The cut-off for the century route was discussed – plan will remain the same as 2007. Sean to review notes & confirm time of route close and Century Loop closing, which will be posted in August Newsletter.
 - Motorcycle support and HAMS will ideally be positioned at each rest stop AND Mid-point. There will also be a specific number for any SAG or Motorcyclist to call that is in Net Control to report cyclist support needs along the route.
 - On July 12th Route Trip, Beth, Sean, Dick and Kris Rauh will discuss information needs for Net Control the weekend of the ride.
 - A plan must be communicated about riders, minimum age, & reminders about the new rules for 2008 to all SAGs, HAMS and on-route volunteers so everyone knows to keep an eye out for people shirking the new rules at the risk of all participants.
- **Recruitment** – Jim Lawrence

Attending: Mike Bennett, Tim Sabin, Sharon Curtis, Paul Curtis, David Eaton, Carol Buchanan, Matt Rhea, Nicole Long, Kay Julian, Mickenzie Brecht

▪ **Training Rides:**

- Carol gave us more details on MO-KAN-DO adopting a training ride. It was a great success with music provided by Q104 (new DJ Jeff Vaughn is riding with the team – he says Carlo from the station will come out to any ride we want), bagels from Einstein, balloons, a tent and several dozen people.
- Jess White had emailed a recap of her team’s First Fridays experience. She called it a moderate success – several people stopped to talk, 6 took an interest in the team, and \$157 was raised in donations. They also realized that the benefit of reminding the public that MS 150 = Bike MS and raising awareness is a great thing.
- Kay suggested that Lockton could be a good target to adopt a ride – they have a volunteer crew that could use it to preview the Bike MS Lunch Oasis.
- We will continue to send Bryan Busby information on training rides and invite him to any big ones that teams adopt.
- When we do have a team that’s interested, we need to promote that particular ride as much as possible using MO-KAN-DO as a success story.
- Mike, David, Sharon and Paul reported that the weekly training rides are fairly steady and similar in size and % registered as last year. Sharon will continue to send her weekly email to those who have opted in, and Sean Staggs at the MS Society will continue to forward it on.

ACTION ITEMS: For teams that do adopt training rides, we have some recommendations:

- look for donations of fruit as they are popular in the morning.
- Please remember to include all that attend the training ride, not just your team.
- **Matt** will remind teams of this opportunity in team week emails. We should focus on the bigger teams as you need a big pool of people to find some that are interested.
- Idea for bike stores – could we email them weekly on the upcoming training rides? By specifically targeting 1 or 2 individuals in the store, we could raise awareness of immediate opportunities to get involved. **Nicole** to follow up with Sean S.

▪ **Sam’s Club and other “trainer” dates**

- Matt is still working to connect with Sam’s Club on secured dates. We will pass along to committee and teams as soon as we hear anything.
- David will be at Price Chopper on his trainer on June 29. Nicole will pass along logos for his posters to promote the event.
- Joe Rollings has offered Jb’s Mobile DJ services for any dates at Sam’s Club.
- Jess looked into access at the River Market but found you have to be a vendor there to claim space.

▪ **Health Clubs/Gyms**

- We tabled the idea of walking into clubs to ask them to post brochures and posters due to lack of success last year.

ACTION ITEMS

- **Mickenzie** will contact the “licensing” offices for spin instructors to try and get a mailing list of area contacts.
- **Carol** will talk with the Westport Racquet Club.
- **Tim** will talk with a team member who teaches some classes.

▪ **Other Ideas**

- Matt is continuing to collect team profiles so we can post them online.

- Can we bring back a chat room or even just email address sharing for team captains to connect? We might even ask team captains if they mind sharing their addresses upon registration.
- Biggest concern: how to reach those who know nothing about Bike MS (so they don't know to go to our website or pick up a brochure). Possible answers: Bike Stores and Mass Media.
- Media ideas: coverage like the Challenge Walk! Focus on the 25th year pitches and try to hit the new KC Star Preview section. Get a young, fun team and list the ride as a cool thing to do.
- Can we get into Wal-Mart/Sam's Club sporting goods departments? Matt reports that corporate restrictions on Wal-Mart make it very difficult.
- Can we include a brochure with every Sam's Club bracelet sale?
- Other thoughts: Yard Signs (where could they go?), electronic billboards (not that many in the area & even fewer give space), KC Scout billboards (is that even an option?), Royals or T-Bones billboards (associated cost?)
- Could we leaflet/distribute at bigger events?

ACTION ITEMS

- Be sure to take brochures and posters with you to other rides and events.
- **Nicole** to investigate trikc.com for training ride and Bike MS postings. Also active.com for registration purposes.
- **Nicole** to check on bike club relationships and whether we're on top of brochures and ads.
- **Matt** to continue looking into the Sam's Club partnership with the ride in Texas. What can we make work here?

- **Memorable Experience** – Mike Goldman

Attended: Mike Goldman, Michael Grimes, Anne Richards, Ann Staggs, Anne Russell, Doug McKeever, Tammy McKeever, Steve Young. Staff: Kris Rauh, Jennifer Anderson, Laura Bryon.

- Brainstorming:
 - Start and Finish Line: Anne Richards
 - Met with Mike and Jennifer to get a better idea of the items to be focusing on and goals for the next month.
 - We now have pickle juice donated from Oklahoma Joe's for rest stops.
 - Found a great rate for fly guys at the start and finish line.
 - Goals are to find a spotlight company, bands and other flair items.
 - Wants to focus on making everything simple at the start line and easy to find.
 - Safety: Doug and Tammy McKeever
 - Working on incentivizing cyclists to participate in the safety courses.
 - Tried to hold two different classes and only one person signed up.
 - Changed the cost of group cycling class. Trying to determine if charging a fee will get people to show up if they have money tied to the event. Or if charging is keeping people from participating.
 - Possible Incentives:
 - Premier start for teams with the highest % of people who have completed the class.
 - VIP package
 - Food incentive
 - Road side signs for all those people that complete a safety course.
 - An extra item at the lunch rest stop for those participants that complete a class.
 - Volunteer Cultivation: Anne Russell
 - Met with Laura to pick some key area's to help recruit volunteers for. Areas: a sign crew, safety hazards, motorcycle escorts, rest stops and medical.

- Ann Staggs and Lori Houle were new to the committee and will also help with volunteer recruitment.
- Laura: divide last year's list of volunteers up between Ann S, Lori and Anne R to call after business hours, inviting them back to volunteer.

- Rest Stops and Route: Group

- Have a competition for best rest stop. Let cyclists vote when they get into Sedalia on best day one rest stop and then vote at the finish line for best day two rest stop.
- Have burma shade signs along route.
- 25 year facts. 25 year signs: past riders, how many people have been served in the past 25 years with our funds, how much money has gone to research in the past 25 years, research strides.
- Signs: MS facts and fun statistics, silver glitter, song lyrics, signs with trivia questions and multiple signs with answer choices.
- MS facts.
- Fun statistics.
- Scavenger Hunt, count how many times you see the 25th anniversary wheel on signs along the route.
- Signs recognizing the riders who have ridden all 25 years (one rider, Larry Stanfield). Possible a silver jersey for him to wear or his picture up at the overnight.

- Overnight: Group

- First time rider check-in, where to go, what to do, etc.
- First time rider tent (name it the "Virgin Tent")

ACTION ITEMS:

- Everyone think of one incentive idea for the safety training classes.

4) **Wrap up**, next steps, next meetings, & important dates

- June 21st – Road 1 at MS Office – space still available, contact Sean Staggs.
- June 21st - Blue Valley Training Ride
- June 21st – Liberty Training Ride (at Biscari Brothers)
- July 12th – Bike MS Route trip
- **Next PC Meeting – July 21st location TBD**