

**Bike to the Future**  
**Special Meeting on Membership**  
**Minutes**  
**April 22, 2008**

**Present**

Bill Sporintz, Dave Elmore, Dustin Dufour, Ron Brown, Jeremy Hull, Karin Kliewer, Jackie Avent, Cory Bellhouse, Mark Cohoe, Kevin Miller, Ted Mann, ??? Champagne

**Regrets**

Rob Cosco, Shannon Keys

**Call to Order**

The meeting was called to order and chaired by Cory Bellhouse

**Definition of Membership**

- Originally, we wanted membership numbers and dollars
- We still want higher membership numbers, both cyclist and non-cyclist
- Money is also still a factor, especially for budgeting

**Possible Benefits of Membership**

- 🚲 Discounts
  - Store Discounts
  - Event Discounts (Conference, Speakers, etc.)
- 🚲 Insurance
- 🚲 Possible Cross Membership
- 🚲 Newsletter
  - BttF News every 2 or 3 months
  - How would it be different from current news emails?
    - we could use an HTML template
    - How much more work would this create?
    - The newsletter could also be distributed to friends as well as members (e.g. media organizations, other organizations, etc.)
    - We don't want to overload our subscribers email accounts
    - Include a table of contents in announcement emails to make for a quicker read.

## **Current Benefits**

- 🚲 Advocacy on Your Behalf

We could add a link from the membership area listing our accomplishments as an organization.

- 🚲 Your membership help guarantee BttF will have a stable budget
- 🚲 Combining our voices gives us better political clout
- 🚲 All members have an equal voice

Jon Benson has drafted a letter; it is almost ready to go out.

## **Membership Cost/Renewal**

Kevin Miller and Cory Bellhouse outlined some potential ideas

1. Membership is renewed on an annual basis (status quo)
2. Free Lifetime Membership Option
3. One year after next AGM

Renewal drive would be August, September, October

We discussed

- 🚲 a \$5 flat rate for renewals
- 🚲 Resource Conservation offers free memberships
- 🚲 Our membership is really low right now in comparison to the number of cyclists in the city.
- 🚲 Online purchase of memberships: EventsOnline.ca charges a \$2 transaction fee for a purchase of \$24 or less
- 🚲 Dave Elmore will do a quick overview

Discounts on Memberships

- 🚲 Continue Student Discount of \$5
- 🚲 Allow a time-in-kind membership
- 🚲 We are value priced as is
- 🚲 This is a trial year
- 🚲 Making it convenient to renew may be more important than making it cheap to renew

What we have done with Membership Fees

- 🚲 Printing
- 🚲 Membership Forum
- 🚲 Speakers
- 🚲 Bike to Work Day

A key to growing our membership will be events

- ⌘ Could we offer BttF membership to registered Bike to Work Day participants?
  - These would be valid up to the October AGM
  - Subject to regular renewal fees after the AGM
  - Make sure that if BttF membership is included in the Bike to Work Day registration, membership would require registrants to check off an option for a free BttF membership on their Bike to Work Day Registration

### **Decisions:**

- ⌘ We agreed to keep the individual pricing structure for new memberships as well as for renewals.
- ⌘ This still leaves people with the option of a \$5 student/fixed/low income or sweat equity membership.
- ⌘ This pricing structure will be recommended at the May monthly meeting.
- ⌘ We will add a statement along the lines of “we are all-inclusive” in our on-line membership that will leave open the option of free membership for those who cannot afford our membership fee.
- ⌘ We will allow for optional donations on the membership form

## **Membership Promotion**

We discussed what our strategy for membership and renewals would be this year.

- Do we want a membership drive (lots of work)?
- Could we put up permanent posters, with pockets for membership cards
- We will want to discuss memberships at our display opportunities.
- We will create a brochure with a tear-out membership form.
- We will need volunteers to attend the display.
- Have the booth available for street parties
- A Volunteer Coordinator can help with this when identified.
- We can use our Wiki for membership ideas.
- The Folk Fest, Fringe Fest and Jazz Fest would be good opportunities to partner up with for membership promotion.
- We could also try handing out memberships at displays set up along popular trails
- Bike to Work Day Energy Stations
- We can also encourage existing members to proselytize for BttF at every opportunity, and to keep blank memberships available with their bike gear.

**Action:** Kevin Miller will work on the web-site. Jackie Avent will get the old membership form from Ben Goldstein and put together a poster, or find someone to get a poster ready.

## Membership Form

We discussed the membership form.

- We want to add space for an email address to be associated with additional names on the membership form.
- Ask the following question to get a region:  
“What neighbourhood do you live in, or what is the name of your councillor?”
- Fee structure:

Regular	\$10
Family	\$20
Organization	\$40
Student/Low Income	\$5
Sweat Equity	Free
Extra Donation	\$_____

Include Email contact: [contact@biketothefuture.org](mailto:contact@biketothefuture.org)

Move to an 8 1/2” pamphlet with a tear-off membership form

## Membership Outreach/Welcome Package

Current process when a new member signs up:

- New members are added to the DB
- emails go to [admin@biketothefuture.org](mailto:admin@biketothefuture.org) to be added the announcements list
- a welcome email is sent out.

**Action:** Bill Spornitz will look into putting an automated message feature into the DB as a trigger that will auto generate a message sent to [admin@biketothefuture.org](mailto:admin@biketothefuture.org). He will also look into adding a spreadsheet entry screen option for entry of new memberships.

**Action:** Cory Bellhouse and Karin Kliewer will get ideas for the membership drive together.

**Decision:** We will hire someone to enter the membership information into the database as this is an onerous task, and could be substantial in relation to Bike to Work Day.

Minutes submitted by Mark Cohoe