

# ICB Planning Meeting Minutes Sun., 20 Feb. 1999

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## NOTES AND PLANS

**Attendees:** Tom Keane, Robin Travers, Neil Wetzler, Stefano Santoro, Tim Clarke, Jon & Bette Scarlet, Mike Mercurio, Dorothy Clark, Mark Stallard, Bob Arredondo, Sandy Tavilla, Diane Ronan, Amy Shafer, Kenn Sunshine, Sarah Curi

**Winner of the Door Prize – \$100 Gift Certificate on a 1999 Zephyr Skate Tour:** Mark Stallard!

**Next Meeting:** What about a next meeting Sunday March 21? It's the vernal equinox.

**SkateJam! Success:** We had approx. 110 people attend the Feb. SkateJam! (We also got 2 new members, one of whom, Diane Ronan, came to the meeting. Thanks for your enthusiasm Diane!) Matt Watson ran out of skates to rent – 42 pairs!! He was very pleased. This is a real indication that word of mouth and regularity are working, and a tribute to Jen & Darrell's publicity efforts. Thanks also to Neil for helping run the evening with Darrell out of town, and to Joyce, for taking on a huge group of first timers for a lesson.

## MAJOR DISCUSSION TOPICS

### **PSA's:**

We filmed a series of Public Service Announcements prior to the meeting to air on MediaOne cable TV. Thanks to Amy for arranging this great opportunity for the Club. MediaOne will also create a half-hour show on the ICB later in the spring, probably tied in to the opening of Mem. Dr. in late April and National Inline Skate Week in mid-May.

Kenn Sunshine offered to get info on what press and consumer materials were available through IISA/ICP for National Inline Skate Week. The PR Team (Amy, Jon, Tim, Kip) was to follow up with Kenn.

## **Team ICB**

We floated the idea of a “team” jersey, with ICB and sponsor logos, which would be made available to the membership at cost. Everyone in the room wanted one, which was very encouraging. The concept as it stands is essentially to combine an existing sponsored team, Team Thunder, with a new Club team, to create one larger entity. (Thunder Sports Source is an ICB supporting retailer. Team Thunder has been in existence 2 years, and also has a sponsorship arrangement with Kryptonics. Jamie Hintlian, former ICB Chief of Staff, was Team Captain in 1998. Chris Mayo and Brian Boudreau were the other active team members in 1998.)

All agreed it would be great to attract a cash sponsor to subsidize the cost of the jerseys. Subsequent to the meeting, I prepared a proposal, which was sent to a contact of Jon Scarlet’s at a cell phone company. If anyone else has contacts in marketing or PR at (consumer goods) firms in the area, and would like a proposal prepared to send them, please let me know.

Also after the meeting, John Zarba volunteered to work on jersey design, and he and Steve Smith met. A core group also has been having weekly telephone conference calls hosted by Jamie to further the concept. Details relating to how the sponsored and club team will co-exist will be worked out over time to ensure a sense of equity, but the overriding and primary focus is agreed by all current stakeholders to be on sharing the fun of training and racing.

## **Spring Membership Meeting & Elections**

Our bylaws stipulate that we have an annual membership meeting open to all members. I asked the group to consider whether we should have such a meeting in conjunction with a newly-added SkateJam! date on April 10, or create a stand-alone event. The group argued convincingly to hold the membership meeting as part of SkateJam! Some of the key reasons included:

- *Attendance would be much better if people could skate as well as “meet.”*
- The location and date are available/known quantities.
- It seemed reasonable that we could have membership cards and T-shirts by then.
- Every T-shirt we hand to someone saves \$2 in postage; even if we price the SkateJam as free for anyone renewing or joining, we do OK.

Our idea then for April 10 is to have:

- Free entry to non-members who join, and members who renew.
- Bold depiction of benefits and fun -- posters, blown up photos -- on tables positioned \*prior\* to table at which one pays. (PR and ICB Table Teams to create displays).
- New 1999 Tshirts available on the spot.
- Membership cards available on the spot. (TK printer and laptop? New member gets card at end of evening. Other ideas?) (Amy bring cards and laminating machine and pouches). Renewing members get sticker to put on card. Sarah/TK working on stickers.

One side note – it was mentioned that the mountain biking group NEMBA has a chili cook off that’s a lot of fun. Mark, let us know this year when that is and we’ll all go to see how they do it!

## **Team in Training**

Robin and Walter reported on a meeting they had with the Mass. Chapter of the Leukemia Society (MCLS) to discuss Team in Training. This involves significant fundraising in return for help with training for epic endurance events. In 1998, for the first time, skating was included (running and cycling are already large programs) with the Athens-to-Atlanta event. We essentially proposed to MCLS that we run the training if they do the recruiting of people. They appear to have agreed, and we are full scale ahead, with the exciting prospect of meeting a new bunch of fun people that will likely become core ICBers and great skating partners for us, and leveraging the ICB organization to perform service of the highest order – something we can all feel good about.

Walter, Robin and Karin will make up personalized training plans for TNTers. Participation in ICB events will be recommended in these plans. ICB members who are not fundraising will not receive personalized plans. There may also be separate TNT training events that are not publicized to the general ICB membership. One good suggestion was made to include a “Learn to Fall” day in the TNT program. Mike Mercurio is a black belt in karate and might be helpful in creating this module.

We agreed to give MCLS a set of ICB member address labels for a one-time mailing.

### **Membership Card Fulfillment Process**

As member retention and loyalty is absolutely key to our long-term success or failure, we again were asking ourselves what aspects of the Club disappoint people. Invariably, it is waiting too long for the card and T-shirt. Some argued we needed to speed up the current process. I refused, because I feel quite strongly that a) it's highly unlikely that we can, and b) that's placing unfair stress on volunteers who have lives beyond the ICB.

In that creative tension, an idea arose! A wondrous idea, come full circle from 1992 when we actually did this all the time! Temporary membership cards. Any event leader or club officer that is collecting ICB applications at events will be authorized to immediately write out a temporary membership card (good for 60 days). If the person signs up at a major event that club officers are driving to, there's also a good chance they can get a T-shirt in real-time. JZ to get some cards printed, TK to sign a batch and give them to event leaders along with piles of ICB apps, and lists of supporting retailers.

Also, as a second bold step to address this most vexing concern, we agreed that we would eat an extra \$0.33 per member, and mail them their membership card as soon as it is finished, separate from the T-shirt, if they haven't already received that. So, Darrell will send a set of address labels to both Amy and Joyce, rather than just to Amy, and Amy and Joyce will process in parallel rather than in sequence.

### **ADDITIONAL DISCUSSION TOPICS**

#### **Review of Membership Initiatives Piloted at Feb. SkateJam!**

We got 2 new members – a disappointment for offering free entry. But, also not a huge financial hit! It seems to suggest that cost is not the issue.

#### **Non-Profit Status & Incorporation**

Sarah showed us the completed Articles of Incorporation, and bylaws, and we wrote the check!

#### **Insurance**

We discussed waivers as the first layer of “peeling the onion of our liability defense strategy.” We agreed to have waivers on the membership application – TK to contact Barbara Gazley! And waivers for night skates and other social skates, and sign in each event. Sarah is leading this effort and will organize the least-hassle way to create the layers of defense without over burdening the event leader. We agreed that we all had to be in agreement to make it work, with a “unified front” of commitment, and everyone signed on to the concept. Helmets stickers were used in 1998 to help the event leaders sort out who was new and who had already signed, and will likely be used again. Sarah to look into how to create.

#### **Welcome Wheels**

We need to re-word the welcome email Darrell sends and the letters that Amy/Joyce send to mention the Welcome Wheels team. Mike to work with Darrell/Amy/Joyce on that. Diane offered to help with Welcoming.

#### **BM/JFW Team Update**

A series of meetings has been held, and discussions are progressing. John Z., Lori heading up.

#### **"The Bearing" Team Update**

Still looking for someone to run advertising side of newsletter. TK, Neil met with Lesli Woodruff, former ICB Events VP and now Blades' Regional Marketing Manager. Blades bought the back page of the newsletter for the full year! And, a one-time use of the mailing list.

#### **Advanced Touring Team Update**

Bob Arredondo talked about plans for the Spring Roll and Sand Dodger skates, passing on the news from Aims that this would be The Best ICB program in 1999!

#### **ICB/NEPS Team Update**

Our plans for a mailing to New England racers are coming along well, led by Scott Eigner. We have sold 5 ads for the mailing: half pg Blades, half pg Sk8Deal, half pg Miller, quarter page RAPS, quarter page Geoff Hull's “Postural

Connection” massage therapy business. Also, the Carolyn Miller Triathlon agreed to ship in \$100 (half the full page ad rate) to help cover costs. Next steps are to gather the event pages and ads and arrange printing. In parallel, Scott putting together mailing list by merging event-entry databases.

I hope I didn't forget too much! Sorry about the delay in getting these minutes out – I've been blitzed with turbulence at new company.