

## Harrogate Advanced Bikes

### Committee Meeting - Bilton Cricket Club - 7 April 2015

Present:

Bob Hill

Doug Masterton

Andrew Pratt

Judith Gasser

Steve Coetzer

David Haywood

1. Apologies received from Mike Fourie
2. Approval of minutes from last meeting, 12 Feb 2015

Matters arising:

(i) DM said the car park for the slow riding event has now been sorted.

(ii) Regarding the two 'Machine Control 2' course free places held over from the last meeting, agreed that one of these would be the prize in a forthcoming 'Rider Of The Year' award based on the slow riding/gymkhana event results and a short assessed ride on the same day.

*DM to post details on website*

The value of the other to be split across any members who registered interest in doing the course.

*DH to invite interested members to register their interest*

Minutes approved.

3. Marketing ideas / future strategy

SC has been given the task of looking at marketing strategy for the club overall, in particular the website, social media and club branding.

Steve feels the website needs to be dramatically improved and smartened up; it doesn't flow well and is not well used in its present form. He thinks the site needs more and better content to encourage members to use it and, in particular, better housekeeping to keep it up to date and thereby more dynamic. For example, there are no links to other sites, for example i2i, Get Geared, IAM etc.

All options need to be looked at including branding, with a new club logo to improve the image of HAB. Whatever the chosen image is we will have to pay for it but Steve says this should not be too expensive.

SC is happy to take on this task and the project received unanimous approval from the committee.

*SC to action*

#### 4. Online questionnaire

##### Ride Outs in general

Sunday ride outs provoked some strong views and some positive comments as well. Can't be all things to all men!

AP said we should try to recognise and instil in people that they need to go at their own pace; anyone wanting to go a bit slower and enjoy the scenery should not feel under pressure from people behind who may want to go faster. Conversely, those wanting to make progress are quite at liberty to overtake slower riders (but not the ride leader!).

BH said we should persuade ride leaders to "get on with it" and not stop or slow down as long as they can see at least one group rider immediately behind.

Overall there were a couple of negative comments and a number of positive comments regarding ride outs in general. Agreed that AP as ride out co-ordinator should contact those who'd responded negatively.

*AP to action*

##### Weekday and Saturday ride outs

Fourteen members expressed interest in weekday ride outs and an effort to get these off the ground has already been made.

DH said weekday ride outs had started well with a number of 'new faces' turning up, i.e. members who for whatever reason haven't been able to make the Sunday ride out etc. Weekday rides are now scheduled for the first Tuesday and third Thursday in the month.

There was also good interest in Saturday ride outs with nine members ticking this. DH said it was not appropriate for him to organise these as he is rarely available on Saturdays. Agreed that all interested parties should be contacted with details of others on the list in the hope that someone will start the ball rolling.

*DH to action*

##### Training

There was interest shown in more theory sessions and low speed control sessions. These have been addressed this year by doubling the number of both.

#### 5. Any other business

BH reiterated his comments from the last committee meeting about the importance of committee members making an effort to introduce themselves and chat to new faces at meetings.

There being no further business the meeting closed at 9.30pm.

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