



BRAC Board of Directors Meeting Minutes, 01/11/2018

Agenda

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|---------------------------------|-------|
| 1. Call to order and roll call | Doug |
| 2. December Finances | Shawn |
| 3. Elections | Shawn |
| 4. Club Council Meeting | Shawn |
| 5. Road Cup Policy | Shawn |
| 6. Budget, 2 nd look | Shawn |
| 7. CX Party | Shawn |
| 8. New Business | |
| 9. Old Business | |
| 10. Adjourn | |

Meeting called to order at 6:31 PM

Board Members present:

Doug Gordon (President)
Rip Mobus (Vice President)
Lynn Taylor (Secretary)
Jon Heidemann
Michael McGuinn
Kim Nordquist
Troy Reynolds

Board Members absent:

Melisa Link
Susan Adamkovics (Treasurer)
Lance Panigutti

Staff present:

Shawn Farrell (Executive Director)
Yvonne vanGent (Membership Manager)

Business Conducted between December 12, 2017 and this meeting

- A. November minutes were approved by a majority of the members in attendance

Finances

1. Not much activity in the month of December
2. YTD loss of \$15,600 from operations, the website was the main offender @ \$17k
3. Junior Fund discussion
 1. We will not spend money on regular expenses, this fund is designed for Capital Expenditures only.
 2. What do we need to do to stimulate junior racing?
 3. What do we need to spend this on? We will be good stewards of the money
4. Motion to accept December financials approved unanimously (motion by Rip, 2nd by Michael)



Elections

- A. 1 person has withdrawn their name as a candidate
- B. Currently have 5 slots with 5 people running
- C. Election at the Club Council meeting

Club Council Meeting

- A. USAC issues with the LA contract
- B. Schedule of fees
- C. Membership charges
- D. 2018 plans
- E. Advocacy / Bicycle Colorado

Road Cup Policy

- A. Feedback
 - 1. Not much input except for a select few
 - 2. Question becomes is no one unhappy, or does no one care?
- B. Race Group Nomenclature
 - 1. To make things easier for new racers, we would like to delete some terms and replace them
 - a. SM 4 is now be called Men 4
 - b. MM 40/4 is now called Men 40+ / Cat 4
 - c. SW 1-2 is now simply called Women 1-2 or W1-2
 - d. Beginner Men Cat 5, Beginner Women Cat 5
 - 2. Need to explore if our website can handle this for zero or low cost
 - a. Recall that the website is not simply a communication front, rather it is a very complex database containing over a decade of data
 - b. We will avoid going down a rabbit hole that costs a lot of money

Budget, 2nd look

- A. Website crushed us with all the repairs Insight Designs was doing
 - 1. Shawn Farrell has learned quite a bit about website manipulation and has been doing more and more of it
 - 2. When Shawn is unable to solve an issue, Troy Logue and others have stepped up to provide cheap or pro bono work



3. 2018 will be markedly less
- B. Calendar Fees
1. Would like to see a \$200 deposit for getting races on the calendar
 - a. Deposit would come off the surcharge payment on race day (RD's are expected to pay their officials on race day, and the BRAC invoice the week after the race)
 - b. RD's that have already taken a date on the calendar could just use their \$25 fee as a deposit
 - c. Concept is to eliminate the calendar fee which wasn't motivating anyone to host their race if problems arose, and replace it with a reasonable deposit to encourage a little more commitment
- C. Race Kit Capital Expenditures
1. Items to acquire
 - a. Tent, additional radios, snow fence, gas powered generators, vinyl caution flags, signs and stands
 - b. Approximately \$7,100
 2. Motion approved unanimously to decline \$7,100 but allow up to \$6,500 on most urgent/important items. (Motion by Doug, 2nd by Michael)

CX Party

- A. Want to make some upgrades
- B. See notes from Shawn Farrell
- C. Excited to see more sponsor involvement
- D. Bemer and Doug Gordon covering the venue cost to keep things within budget
- E. Rip donating and making salad to control costs
- F. Really need all winners to attend, Shawn to email racers who won to encourage attendance

New Business

- A. Officiating Statistics
 1. Road was unchanged for officials and how many days they worked
 2. Net gain of 1 official. WE NEED MORE!
 3. Our officials are working an tremendous amount and are renewing licenses
- B. Officials' Staffing
 1. CR's are down 30%
 2. CJ's are unchanged
 3. Moto refs are up 25%!!!!

Old Business

- A. Operations manual
- B. CX survey summary
- C. New rider link on home page



- D. Collegiate surcharge payment
- E. State Championships on the same weekend
- F. Abitibi, should we look to sponsor?

Meeting adjourned at 8:45 PM (motion by Lynn, 2nd by Rip)

Action List Summary

- A. Shawn
 - 1. Email CX Cup podiums to encourage ceremony attendance

Board Calendar

- A. Board of Directors' Meetings—generally every 3rd Thursday, 6:30 – 8:30
 - ~~1. February 10: USAC headquarters~~
 - ~~2. March 23: home of Rip Mobus~~
 - ~~3. April: none~~
 - ~~4. May 22: home of Rip Mobus~~
 - ~~5. June 20: home of Rip Mobus~~
 - ~~6. July 25: GR Capital Partners, Doug's office~~
 - ~~7. August 22: home of Rip Mobus~~
 - ~~8. September 14: GTRI, Melisa's office~~
 - ~~9. October: closed session, via phone~~
 - ~~10. November: Peloton Cycles~~
 - ~~11. December: home of Rip Mobus~~
 - ~~12. January: GR Capital Partners, Doug's office~~
- B. Other Meetings/Gatherings
 - ~~a. Officials' Meeting (February 25)~~
 - ~~b. BRAC Advisory and Junior Committee meeting (March 22)~~
 - ~~c. CX Race Directors Meeting (March 24)~~
 - ~~d. CX Race Groups Town Hall Meeting~~
 - ~~e. RaceDay Registration software training (August 3rd)~~
 - ~~f. Road Cup / Track Cup Awards Party (September 30, downtown Denver)~~
 - ~~g. Road Race Directors Meeting (October 18)~~
 - ~~h. Club Council Meeting (February 3, 2018; Church Ranch Events Center)~~
 - ~~i. CX Cup Awards Party (February 3, 2018; Church Ranch Events Center, following CC meeting)~~
 - j. Officials' Annual Meeting (February 24, 2018; TBD)
- C. State Championships
 - ~~a. June 17: Senior/Master Time Trial~~
 - ~~b. July 7: Junior Time Trial~~
 - ~~c. July 8: Junior Road Race~~
 - ~~d. July 9: Junior Criterium~~



- e. ~~July 9: Senior Criterium~~
- f. ~~July 13: Senior Women Track, Keirin~~
- g. ~~July 15: Hillclimb (all)~~
- h. ~~July 20: Senior Men Track, Keirin~~
- i. ~~July 22: Junior (11-16) Track~~
- j. ~~July 23: Master Criterium~~
- k. ~~July 28: Junior Time Trial~~
- l. ~~July 29: Junior Criterium~~
- m. ~~July 30: Junior/Senior Road Race~~
- n. ~~Aug 17: Senior Men Track, Points Race~~
- o. ~~Aug 17: Senior Women Track, Scratch Race~~
- p. ~~Aug 20: Master Road~~
- q. ~~Aug 24: Senior Track, Madison~~
- r. ~~Aug 26: Senior Men Track, Sprints~~
- s. ~~Aug 26: Senior Women Track, Sprints~~
- t. ~~Aug 31: Senior Men Track, Scratch Race~~
- u. ~~Aug 31: Senior Women Track, Points Race~~
- v. ~~Sep 23: Master Track, timed events~~
- w. ~~Set 24: Master Track, massed start events~~
- x. ~~Dec 9-10: Cyclocross (all)~~

Five Pillars of Success

1. Member Experience—develop and nurture programs that focus on Race Standards, Rider Safety, Points Competitions, Camps, Clinics, Mentorship, Awards Parties, and Race Clean
2. Relationship Building—position the organization for sustainability and growth through Branding, Communication, Membership, and Media & Sponsorship
3. Customer Service—deliver great customer service with personnel and technology
4. Innovation—attract and retain athletes, event directors, and officials through online tools, social media, racer rankings, quality events, season-long points competitions, and race kit support
5. Success Stories—leverage community member success stories to show impact of organization