



## BRAC Board of Directors Meeting Minutes, 03/26/2019

### Agenda

- |                                     |          |
|-------------------------------------|----------|
| 1. Call to order and roll call      | Michael  |
| 2. February Finances                | Karen    |
| 3. Women's+ Program                 | Jessica  |
| 4. CX State Championship Discussion | Everyone |
| 5. Junior Track Camp                | Shawn    |
| 6. Sponsorship                      | Shawn    |
| 7. Events to go to                  | Shawn    |
| 8. Google Drive stuff               | Damon    |
| 9. New Business                     |          |
| 10. Adjourn                         |          |

### Meeting called to order at 6:40 PM

#### ***Board Members present:***

Michael McGuinn (President)  
Andy Johnson (Vice President)  
John Haley (Secretary)  
Karen Tourian (Treasurer)  
Melissa Barker  
Audrey Beebe  
Damon Brandt  
Lance Panigutti  
Lynn Taylor

#### ***Board Members absent:***

Jessica McWhirt

#### ***Staff present:***

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

### Business Conducted between December 19, 2018 and this meeting

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

### Finances

- A. Unanimous approval of motion to approve February finances (motion by Lynn; 2<sup>nd</sup> by Lance)



## Women's + Program

### CX State Championships

- A. Collegiate A races changed to Collegiate Open –encourage more collegiate participation because there is no reason to limit to A level riders since State Championships are not used as a qualifier for Nationals (which are restricted to Level A)
- B. Juniors 15-18 and Collegiate Women to start in front of younger juniors
  - 1. Collegiate Women closer to Collegiate Men start time so teams don't need to wait around as long
  - 2. Allows easy reconfiguration of course for 9-14 yr. old juniors without having to switch it back for other groups
- C. Discussion of moving to 1 day format
  - 1. Poll of membership indicated no preference for 1 day versus 2 days
  - 2. Pros and cons
    - a. Pro—reduce venue costs
    - b. Pro—riders only have to attend 1 day
    - c. Pro—better spectator appeal, energy
    - d. Pro—reduce cost of officials (BRAC typically covers 2<sup>nd</sup> day)
    - e. Con—reduced opportunity for riders to race twice
    - f. Con—no individual group starts
    - g. Con—longer day for staff and officials
    - f. Con—lack of daylight in December
  - 3. Allow RD's the option to combine groups in a 1 day format if a venue requires it
    - a. Motion by Michael, 2<sup>nd</sup> by Andy
    - b. Motion unanimously approved

### Junior Track Camp

- A. High attendance may warrant splitting into two camps
  - 1. January—learn to ride
  - 2. March—advanced camp, requiring qualification from first camp

### Sponsorship

- A. Evergreen (Triple Bypass on July 13<sup>th</sup>)
  - 1. Revised grant structure, separate \$5,000 grants
  - 2. Triple Bypass requires ~ 16 BRAC people for support

### Events

- A. Life after HS MTB league
- B. Create CX logo for “What Is CX” (highlight local nature and affordability)
- C. Elephant Rock
- D. Bicycle Colorado



### Google Drive

- A. Damon to investigate moving email from GoDaddy to Google's non-profit suite
- B. Damon will work with Shawn and Yvonne first, then remainder of Board

### New Business

- A. President's Blog
  - 1. Repurpose into a BRAC "Community Blog"
    - a. good place for Women's+ program updates
    - b. good place for junior travel grant recipients to fulfill grant requirement
- B. Create Resource Committee
  - 1. Andy to chair, Damon and Lance
  - 2. Best practices for event promotion
  - 3. Mentoring for new race directors
  - 4. Help small clubs fulfill BRAC Club obligations
  - 5. Help RD's and large clubs meet event promotion needs
- C. Race-Day registration programs
  - 1. Current spreadsheet still challenging for new users
  - 2. Current spreadsheet cannot create surcharge reports like other commercial ones can
  - 3. Investigate Race Day Event Management software (Dirk Cowley)
    - a. Some previous RD and officials' interactions were not favorable
  - 4. Resource Committee will work with Clint Bickmore to eliminate unused tools and enhance user experience

Adjourn--Meeting adjourned at 8:40 PM (motion by Michael, 2<sup>nd</sup> by Lynn)

### Action List Summary

- A. Damon to work on Google Drive transition
- B. Resource Committee to work on RaceDay Reg spreadsheet

### Board Calendar

- A. Board of Directors' Meetings—generally every 3rd Thursday, 6:30 – 8:30
  - 1. February 21: Pactimo, Denver
  - 2. March 26: Andy's office, 922A Main Street, Louisville, CO 80025 (access via alley between Main and Front streets)
  - 3. April: no meeting
  - 4. May 22: Dawson School, Lafayette (canceled due to impending snow)
  - 5. June:
  - 6. July:
  - 7. August:



8. September:
9. October:
10. November:
11. December:
12. January:

**B. Other Meetings/Gatherings**

- ~~1. Officials' Meeting (February 24)~~
- ~~2. CX Race Directors Meeting (February 27)~~
- ~~3. Storage Unit clean out (March 24)~~
4. Road Cup Awards Party (September-October, TBD)
5. Road Race Directors Meeting (November, TBP)
6. Annual Club Council Meeting (January-February, 2020, TBD)
7. CX Cup Awards Party (January-February, 2020, TBD)

**C. State Championships**

1. June 9: Senior Criterium (Ridge @ 38)
2. June 15: Junior/Senior/Master Time Trial (John Stenner Memorial)
3. June 16: Junior Track (BVV)
4. July 14: Master Criterium (Longmont)
5. July 27: Junior/Senior/Master Hillclimb (Mt. Evans)
6. August 4: Junior Criterium (Bannock)
7. Sept 8: Master/Junior Road Race (Darkblade Thunderbird)
8. September 14-15: Track, Sprint Events (BVV)
9. September 21-22: Track, Endurance Events (BVV)
10. November 23-24: Junior/Senior/Master Cyclocross (Salisbury Equestrian Park)
11. Master Track?

*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