



BRAC Board of Directors

Meeting Minutes, 04/16/2015

Meeting called to order at 6:45 PM

Board Members present:

Doug Gordon (President)
Lynn Taylor (Secretary)
Dominic Palazzo (Treasurer)
Jeff Hammond (Director at Large)
Jen Sharp (Director at Large)
Garrett White (Director at Large)
Marco Vasquez (Director at Large)

Board Members absent:

Mike Beck (Vice-President)
Rip Mobus (Director at Large)
Kim Nordquist (Director at Large)

Staff present:

Shawn Farrell (Operations Manager)
Yvonne vanGent (Membership Manager)

Business conducted between 03/20/2015 and this meeting

1. 7 out of 10 Board members approved a motion to restore the Membership Manager's salary to 2012 level (motion by Dominic, 2nd by Marco). 3 board members did not vote.
2. March minutes: 8 members approved; 2 did not vote

Financial Documents--March (Dominic)

1. Under budget for first quarter (yay!)
 - a. Dues
 - b. Camps
2. Notes
 - a. USAC first quarter rebate not yet received
 - b. Aim to break even on camps
 - c. Most of BRAC's insurance is paid for the year, so first quarter appears over budget
 - d. Salary increases for Interim Executive Director and Membership Manager will appear in April (they were not previously budgeted)
3. Motion to approve March financial documents approved unanimously (motion by Doug; 2nd by Garrett)

Executive Director Search

1. Review committee: Mike, Jeff, Dominic, Garrett
2. 25 applications received to date
3. Suggestion to post in publications
 - a. Colorado Association of Non-Profits (Dominic will handle)
 - b. Bicycle Retailer

CX Calendar

1. May meeting with interested parties to review proposed race day schedules: long, short, State Champs
2. Race group combos to be reexamined in an attempt to shorten the day
3. Scheduler spreadsheet to help confirm length of day (Lynn)



Committee Reports (chair)

1. Technical Commission (*Marco Vasquez, vasquezmr@yahoo.com*)
 - a. Lynn presented report
 - b. Combined Chief Referee / Chief Judge report for road events is finished and posted online
 - c. Combined Chief Referee / Chief Judge report for cyclo-cross is finished and posted online
 - d. Marco and Lynn monitoring concussion awareness training for assigned officials: 30 have completed
 - e. Doug and Lynn monitoring concussion awareness training for race directors: 9 have completed
2. Juniors (*Doug Gordon, president@coloradocycling.org*)
 - a. In 2016, juniors will likely pay a nominal fee to race
 - b. Junior surcharge suggestions: apply to junior camps, initiate bike inventory
 - c. Suggestion to create inventory of bikes: bikes are biggest barrier to entry into sport
 - insurance/liability aspects to be reviewed by sponsor Colorado Bike Law as appropriate
 - sponsorship opportunity for bike program
 - administrator
 - d. Bike program would have tie-in to youth program initiated by Mile High Squash
 - Mile High Squash serves disadvantaged kids; branching into cycling
3. Women (*Jen Sharp, jensharp13@gmail.com*)
 - a. Jen working on women-specific training at track
 - b. Thursday mid-week series at the CSP course in Golden to have 4 mentoring opportunities
 - c. Women's Road Camp, May 3rd
4. Men (*Mike Beck, vicepresident@coloradocycling.org*)
 - a. Doug presented report
 - b. 2016 Road Cup Policy focus will be to allow riders to race with their peers in combined groups
 - c. Yvonne will make initial suggestions
 - d. Need to consider technology solutions for scoring combined groups
5. Fundraising/Communications (*Garrett White, gwhite12@gmail.com*)
 - a. Fundraising
 - Sponsorship matrix is finished: to be posted to web, available as PDF, and in hard copy format
 - Sponsor contacts:
 - * Team Evergreen—proposal submitted to them
 - * CyclistLawyer—contract signed
 - * Equipo—discussion initiated
 - * Rol Wheels—Jess Schwarzkopf handling details
 - * FasCat Coaching—discussion initiated
 - b. Communications
 - media calendar completed→ sponsor highlights
 - Interim ED email blast on Mondays
 - President's blast on Thursdays
6. Technology (*Doug Gordon, president@coloradocycling.org*)
 - a. Research is continuing on electronic lap counter
7. Track (*Jen Sharp, jensharp13@gmail.com*)
 - a. Racing is underway at BVV
 - b. Jen is working on women's specific training at BVV
 - c. BVV has a kids' program 2x/week
 - d. Exploring publicity avenues, i.e. BRAC statement of support and BRAC "Day at the Track"



8. Race Kit Management (*Shelley Hartman, simplypersnickety@hotmail.com*)
 - a. Proposed additions:
 - Start/Finish feather flags
 - Electronic message boards for race directors (2016): some municipalities require and they are expensive for individual race directors to rent. Doug will find out needs of race directors in their respective counties/cities
 - b. Previous president to be contacted for any items remaining in his possession
 - c. Laminated concussion awareness cards are ready to be included in race kit

Website

1. 124 respondents to survey thus far; survey to close in a couple of weeks
2. Website vendors
 - a. Monarch—Drupal based; company needs more info from BRAC on what it wants
 - b. Nico Toutenhoofd—current developer; available for advice, can provide short-term help for back-end issues, will supply bid when BRAC supplies guidelines on what it wants site to look like (architecture) and do (i.e. points tabulations/notifications, photos, post-race experience, mobile apps)
 - c. RDS—a pre-registration company; proposals are under review.
 - d. Alpha Graphics—non-Drupal based; needs more info from BRAC on what it wants
3. Current state
 - a. Sponsor logos and support are first priority: current and correct in multiple places on website
 - b. USAC tabulates points for some LA's
 - in those LA's, riders only have 1 option of which race group they can accrue points in
 - current Road Cup policy offers too many choices for riders for USAC programming to handle

State Championship Time Trial Prizes

1. Prize money for SM P-1-2 and SW P-1-2 to cover entry fee in 2015
2. 2016—suggestion to find a \$5000 cash sponsor
3. 2016—suggestion to offer double points

New Business

1. Weld County looking for alternative race dates if weather forces cancellation: suggested (1) August 15 or (2) July 11

Old Business

1. Shawn will address “loose ends” from minutes in a separate email

Meeting Rooms

2. North: Recess Factory
3. Central: Denver
4. South: Highlands Ranch

Action List Summary (suggested by member/official Tom Foss)

1. Shawn to send Men's Camp accounting sheeting to Dominic
2. Yvonne to propose initial race groups for 2016 Road Cup Policy
3. Doug to ascertain RD electronic message board needs in given counties/cities



4. Shawn to address "loose ends" from previous minutes

Board Calendar

1. Board of Directors' Meetings—generally every 3rd Thursday, 6:30 – 8:30
 - a. ~~December 11: Denver, Nationwide office (completed)~~
 - b. ~~January 15: Highlands Ranch (completed)~~
 - c. ~~February 12: TBD, closed session (completed)~~
 - d. ~~February 19: Recess Factory (completed)~~
 - e. ~~February 27 – March 1: Operations Manager out of state~~
 - f. ~~March 8 – March 16: Operations Manager out of country~~
 - g. ~~March 19: Highlands Ranch~~
 - h. ~~April 16: Recess Factory~~
 - i. May 21: Denver, home of Rip Mobus
 - j. June 18:
 - k. July 16:
 - l. August 20: (Pro Challenge this week)
 - m. September 17:
 - n. October 15:
 - o. November xx: (after Club Council meeting with new Board members)

2. Other Meetings/Gatherings
 - a. ~~January 31: Cyclocross awards party (completed)~~
 - b. ~~February 21: Officials' annual meeting (completed)~~
 - c. ~~March 24: Cyclocross race directors' meeting, TBD~~
 - d. ~~March 28: Storage facility clean-out~~
 - e. ~~March 29: Men's Road Camp~~
 - f. April 24-26: Junior Road Camp
 - g. May 3: Womens' Road Camp

3. State Championships
 - a. May 31: Road → Senior
 - b. June 14: Hillclimb → Master
 - c. June 20: Time Trial → Senior/Master/Junior
 - d. July 1: Track → Senior Scratch Race
 - e. July 4: Track → Senior/Master/Junior 17-18 500m TT/1K TT/Ind. Pursuit
 - f. July 5: Track → Senior/Master/Junior 17-18 Sprint/Scratch Race/Team Pursuit/Team Spring
 - g. July 8: Track → Senior Keirin
 - h. July 12: Criterium → Senior
 - i. July 15: Track → Senior Points Race
 - j. July 19: Road → Master
 - k. July 22: Track → Senior Madison
 - l. July 25: Hillclimb → Senior/Junior 17-18
 - m. July 29: Track → Senior Elimination
 - n. August 1: Hillclimb → Junior 9-16



- o. August 2: **Criterion** → Junior
- p. August 9: **Criterion** → Master
- q. August 29: **Track** → Junior U17 Omnium
- r. ??: Road → Junior

Meeting adjourned at 9:00 PM—Approved unanimously (motion by Jeff; 2nd by Garrett)

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