



BRAC Board of Directors Meeting Minutes, 05/11/2017

Agenda

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| 1. Call to order and roll call | Doug |
| 2. Finances | Shawn |
| 3. Triple Bypass | Shawn |
| 4. CX Policy | Shawn |
| a. Starting procedure | Michael |
| b. Number of races counting for Cup | Michael |
| 5. Race Directors / Calendars / Meetings | Lance |
| 6. Junior Grants Program | Shawn |
| 7. Racer Safety | Doug |
| 8. ED Manual | Shawn |
| 9. Official Recruitment | Shawn |
| 10. State Championships | Lynn |
| 11. New Business | |
| 12. Adjourn | |

Meeting called to order at 6:38 PM

Board Members present:

Doug Gordon (President)
Rip Mobus (Vice President)
Lynn Taylor (Secretary)
Melisa Link
Michael McGuinn
Kim Nordquist
Lance Panigutti
Troy Reynolds

Board Members absent:

Susan Adamkovics (Treasurer)
Jon Heidemann

Staff present:

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

Business conducted between this meeting and last meeting (March 23, 2017)

- A. March 2017 minutes approved by unanimous email vote of a majority of the Board in attendance

Finances

- A. Monthly projected revenue for April significantly lower than budget due to USAC website issue
1. USAC Website issue--Website says they have X dollars in the bank; Bank says they have significantly fewer dollars in bank
 - a. \$8,000+/- in membership dues from March and April being held by USAC pending resolution of website issue. Had this been received as expected, revenue would be ~\$2,000 above what is normally received in this timeframe
 - b. Q1 rebate—USAC cannot tell us how much it is, nor when it will be released, but when it is we'll be getting about ½ of what they expect to owe us



- c. USAC revamped website launched prior to full testing in order to launch new revenue generating programs.
Data transfer from old platform to new one has been problematic for local associations
2. Surcharges not paid yet by two collegiate teams
 - a. One race was in March, the other in April
 - b. Shawn will reach out to Interscholastic Club and Development Coordinator, Emily Palmer
 - c. Discussion of BRAC acting as “buffer”
 - so that officials are paid on race-day rather than waiting 3-6 weeks
 - getting surcharges from USAC online reg. system rather than waiting for requests to work their way through school accountants
- B. Marketing
 1. Marketing budget is at limit already
 - a. New sponsors increases costs in terms of getting new backdrops with names and logos
 - b. Develop guidelines for where expenses that fit in multiple categories is best noted, i.e. printing, marketing-event, marketing=advertising
 - c. Still need CX season poster
- C. Website support is over budget
 1. \$8,000 was budgeted for 2017; \$9,300 spent; partially due to changing USAC website interface issues
 2. Discussion of future expenditures
 - a. Back end needs major work; Yvonne making do with tedious work-arounds
 - b. Yvonne and Shawn will identify top 5-10 issues; see what can be done at no cost, and get cost estimate for rest for 2018 budget
 - c. Focus on membership needs, i.e. when Cup points don't compute correctly
- D. March and April financial statements unanimously approved (motion by Doug; 2nd by Rip)

Triple Bypass—July 8 and 9

- A. They are reducing the number of volunteer groups and raising the number of participants per group
- B. Requesting 14 people this year from BRAC (BRAC supplied 10 last year)
 1. 7 people have committed so far
 2. Volunteers will answer questions and look for issues
 3. Housing will be provided for volunteers
- C. Any BRAC club providing volunteers will fulfill their “club in good standing” requirement for the year

CX Policy

- A. Starting procedure
 1. At Race Directors meeting, 2 options has most support
 - a. Continue status quo: each group at a given start time is staged based on USAC ranking within the individual group; each group starts on a separate whistle



- b. Stage the wave according to USAC ranking without regard to race group; 1 whistle, produce separate results for each group in the wave
- B. Number of races counting for Cup points
 1. 2016—75% of races counted; number was 18
 2. 2017—proposal is for 66% to count; exact number to be determined when calendar is final
 3. Change in % races counting is to mitigate Cup being only a reflection of race attendance
- C. Town hall meeting to discuss race group, start procedures, number of races counting for Cup
 1. Similar to road meeting, so that general membership can voice opinions
 2. Shawn to arrange meeting within the next 3-4 weeks

Race Director Meetings / Race Calendars

- A. Meetings
 1. Poor attendance at both Road and CX RD meetings, necessitating additional staff time to resolve race date conflicts
 2. At future meetings, those in attendance will have first priority when race date conflicts arise
- B. Calendars
 1. Calendar date fee is \$25;
 - a. Too easy for an RD to cancel at the last minute
 2. 2018 proposal is \$100
 - b. \$75 of the \$100 fee will be deducted from race surcharges, resulting in no net change to calendar date fee
 3. Current policy for RD's who cancel races is that they may not receive their first choice of race date the following year

Junior Grants Program

- A. Requires receipts documenting expenses be turned in
- B. Protects BRAC in case of an audit due to 503c/charity status
- C. Waiting for receipts from 1 recipient

Racer Safety

- A. Racers need to understand procedure for dealing with unsafe riding
 1. Address issue with rider in non-confrontational manner
 2. Address issue with Chief Referee at race
 - a. No further action can be taken when the officials are not aware of issues

Staff "How To" Manuals



- A. Executive Director
 - 1. Shawn has completed an 80+ page first draft and sent to Board
 - 2. Board to send comments offline
- B. Membership Manager
 - 1. Yvonne has started her manual
 - 2. Much has to do with website work-arounds

Official Recruitment

- A. Moto-ref clinic held in Brighton May 7th
 - 1. 5 new moto refs
 - a. 1 has Level C license and is ready to be assigned a mentor
 - b. 4 need to take Level C online class
- B. Shawn located a fully licensed moto ref that moved her that may start working soon

State Championships

- A. Board members traditionally have presented medals and jerseys
- B. Shawn will be able to cover most weekends
- C. Lynn will send request for volunteers for the weekend that Shawn is not available
- D. Board Members encouraged to assist Shawn whenever possible

New Business

- A. Racer surveys
 - 1. Shawn will review and summarize
- B. ROL Wheels for Criterium pits
 - 1. ROL is still interested in supplying wheels for criterium pits
 - 2. Need a licensed mechanic since Rob Malsch moved out-of-state
 - 3. Shawn to include in e-mail blast to see if a mechanic can be located
- C. Road Cup party
 - 1. ~3 weeks after last Road Cup event
 - 2. Rip had ideas for new Denver venues and will follow-up

Meeting Adjourned at 8:34 PM (motion by Doug, 2nd by Rip)



Action List Summary

- A. Shawn
 - 1. Keep on top of revenue owed to BRAC from USAC
 - 2. Reach out to Emily Palmer regarding timely payment of collegiate surcharges
 - 3. Schedule CX town hall meeting
 - 4. Refine ED manual
 - 5. Summarize racer surveys as why/why not riders attend any given race
- B. Yvonne
 - 1. List of back-end website issues that need to be addressed
 - 2. Continue assembling "how-to" manual
- C. Lynn
 - 1. State Championship weekend list for medal presenters
- D. Rip
 - 1. Road Cup party venues

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: home of Rip Mobus~~
 - 5. June
 - 6. July
 - 7. August
 - 8. September
 - 9. October
 - 10. November
 - 11. December
- 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. Road Race Directors Meeting
 - f. Club Council Meeting
- 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 15: Hillclimb (all)
- g. July 23: Master Criterium
- h. July 30: Senior road Race
- i. August 20: Master Road
- j. ?? Senior/Master Endurance Track
- k. ?? Senior/Master Sprint Track
- l. ?? Junior Track
- m. ?? Cyclocross

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