



BRAC Board of Directors

Meeting Minutes, 06/18/2015

Meeting called to order at 6:35 PM

Board Members present:

Doug Gordon (President)
Mike Beck (Vice-President)
Lynn Taylor (Secretary)
Jeff Hammond (Director at Large)
Rip Mobus (Director at Large)

Board Members absent:

Dominic Palazzo (Treasurer)
Kim Nordquist (Director at Large)
Jen Sharp (Director at Large)
Marco Vasquez (Director at Large)
Garrett White (Director at Large)

Staff present:

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

Business conducted between 05/14/2015 and this meeting

1. March minutes approved by all 9 members in attendance
2. Proxy votes obtained by Doug Gordon from Dominic, Kim, Jen, and Marco

Financial Documents--May (Shawn, in Dominic's absence)

1. Year-to-date figures give more accurate picture of budget health
 - a. Looking month-to-month inaccurate due to timing of deposits and expenditures, i.e. tardiness of USAC rebates
 - b. Ahead of budget on dues, surcharges, and camp income
2. Overall 18K loss, 10K is from junior camp
 - a. Camp cost = coaching + venue + food
 - b. Too many complimentary rooms given away, significant loss of income
 - c. Sunday was snowed out for the second year; consideration of moving camp to June
 - d. Better guidance and oversight needed to reduce losses
3. Motion to approve May financial documents approved unanimously with proxy votes (motion by Jeff; 2nd by Rip)

Executive Director Search (Mike)

1. Review committee: Mike, Jeff, Dominic, Garrett
2. 62 applications received; 37 given further consideration
3. Committee conducting interviews with 10 semi-finalists
4. 3-5 finalists will be presented to full Board
 - a. Separate meeting for ED presentations
 - b. Target is prior to July BoD meeting
 - c. Roughly 30 minutes per candidate, including Q&A

CX Report

1. June 4, 2015 meeting with interested parties to review proposed race day schedules
 - a. Only 6 race directors attended; Doug, Yvonne, Lynn and Shawn also attended
 - b. Season schedule
 - Strong opinion that juniors only need to race once per weekend
 - Divide Singlespeed into two groups, SS-A and SS-B; Cup points only to SS-A
 - Shorter race day desired



- Eliminate "long/short" schedules
- c. State Champs
 - Singlespeed should move to Saturday to allow riders to race category on Sunday
 - Collegiate Men/Women A need qualifying event to race Nationals, Saturday best because they will stay to race SM/SW Open races Sunday
 - Race lengths should target National Championship lengths
- d. Lynn generated and presented season-long and State Champs schedules based on additional input from Yvonne
- 2. Season Format 1-Juniors
 - a. Includes all juniors
 - b. Only MM50+ are on the course by themselves
 - c. SS-A and SS-B combined with other groups
- 3. Season Format 2-Singlespeed
 - a. No juniors
 - b. Several groups on course alone
 - c. Some groups have longer race times
 - d. Singlespeed is a combined race with their own time on course
- 4. States Format
 - a. Saturday—Collegiate Men A, and Collegiate Women A added
 - b. Sunday—Singlespeed, MM 50+, and MM 60+ moved here from Saturday; MM40+5 non championship event added
 - c. Several format choices
- 5. Issues with schedules as presented
 - a. Season Formats
 - too long; need to have last race end at 4:15 on shortest days
 - sandbagging in SS-B: change SS-A to SS P-1-2-3 and SS-B to SS 4-5 (Cup points only to SS P-1-2-3)
 - b. States
 - too long; need to end at 4:15 on Sunday
- 6. Lynn will revise schedules and send out for comments and approval

Committee Reports (chair)

1. Technical Commission (Lynn, for Marco Vasquez, vasquezmr@yahoo.com)
 - a. Summary of official's benefits complete.
 - Discussion of \$50 mentorship fees to apply to Road and CX; \$30 for Track due to shorter day
 - Summary to be posted on website: Info and Forms→Officials
 - b. Officials budget has funds earmarked for apprenticeship at national level events (\$70), and a travel subsidy (\$50) to attend advanced education/training courses and the national officials' summit
 - No process for requesting funds nor process for documenting that requirements were met for reimbursement
 - TC will design request and documentation forms
 - Marco is requesting a travel subsidy for the Elite National Commissaire course he is currently attending in Brazil
 - Lynn is requesting a travel subsidy for a Track Race Secretary's course that will include practice with a custom-designed results management spreadsheet for BVV
 - c. Step-by-step outline of how to become a BRAC/USAC official is in the works
 - d. Need USAC to release the online Motoref C course in order to alleviate shortage in motorefs we are currently experiencing
2. Juniors (Doug Gordon, president@coloradocycling.org)
 - a. Discussion of special board appointment for junior liaison
 - b. General discussion on special appointments to fill unmet Board needs



3. Women (*Jen Sharp, jensharp13@gmail.com*)
 - a. None, Jen absent
4. Men (*Mike Beck, vicepresident@coloradocycling.org*)
 - a. Meeting on Monday, June 22 with membership to discuss 2016 Road Cup race group combinations
 - b. Goal is to increase racer-days while maintaining an excellent race experience
 - c. Yvonne to send participation and relative speed data to Doug
5. Fundraising/Communications (*Doug Gordon/Shawn Farrell*)
 - a. Sponsorship pamphlet is 90% complete—Google analytics now available and to be included as needed
 - b. Jess Schwatzkopf will begin contacting companies for sponsorship
 - c. Social media matrix for sponsors is complete
 - d. Nearly a 50% open rate on the two weekly email blasts!
6. Technology (*Doug Gordon, president@coloradocycling.org*)
 - a. Nothing to report.
7. Track (*Jen Sharp, jensharp13@gmail.com*)
 - a. None, Jen absent
 - b. Lynn working with BVV to automate results processing
8. Race Kit Management (*Shelley Hartman, simplypersnickety@hotmail.com*)
 - a. Mike researched trailers: a BRAC trailer would help all race directors have a professional appearance
 - \$20K for "slide out" trailer to accommodate officials
 - A concessions-like trailer may be useful for registration
 - \$4K for 6 x 12
 - \$8K for 7 x 14
 - Utility trailer (no officials), 6 x 12, \$3.2K
 - Trailer with fold-down stage
 - May also look at food trucks or U-Haul trucks
 - Will talk to Doug Ashbaugh about CDOT requirements regarding trucks/trailers
 - b. Expect ~cost of \$10K for 2 trailers, just for hauling
 - c. Shawn working on background trusses for podium; eventually would like finish line trusses as well

Website

1. Website vendors
 - a. Bids received from 4 of 5 potential vendors; 5th expected soon; 1 of the 4 is not appropriate for our needs
 - b. Price range \$16K-\$50K
 - c. All understand our database and points compilation needs, and that website must be interactive across multiple devices
 - d. Need to define what happens once the site is built, i.e. need to get away from having to hard-code for minor changes
2. Website should be a marketing tool, and supplement/increase BRAC brand presence

LA Working Group

1. Consists of CO, CA, NM, AZ
2. Main contact at USAC just left
3. Though similar issues exist in each LA, consensus is to do what's right for your area
4. LA's want larger rebates for growing USAC membership—currently there's no credit for juniors, collegiate, officials, coaches, or mechanics



5. Despite issues with USAC, customers want to be part of a national organization

New Business

1. Team Evergreen Bash
 - a. June 30th, 6:30-8:30
 - b. BRAC invited to attend
 - c. Board representative is sought

Old Business

1. None

Meeting Rooms

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

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

1. Yvonne to send rider data to Doug
2. Lynn to revise CX schedules
3. Shawn to continue podium/finish line truss/backdrop research
4. Mike to continue trailer option research
5. Decide on July meeting location (mid-Denver?)

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 14: Highlands Ranch~~
 - j. ~~June 18: 125 and 120th, BBQ joint~~
 - k. July 16:
 - l. August 20: (Pro Challenge 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)~~



- e. ~~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~~
 - h. ~~June 4: CX Race Director's 2nd meeting~~
 - i. June 22: 2016 Road Cup policy group combination meeting, 6 PM, 2535 Walnut, Denver
3. State Championships
- a. ~~May 31: Road → Senior~~
 - b. June 14: Hillclimb → Master
 - e. June 20: Time Trial → Senior/Master/Junior
 - d. June 24: Track → Senior Keirin
 - e. July 1: Track → Senior Scratch Race
 - f. July 4: Track → Senior/Master/Junior 17-18 500m TT/1K TT/Ind. Pursuit
 - g. July 5: Track → Senior/Master/Junior 17-18 Sprint/Scratch Race/Team Pursuit/Team Spring
 - 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: Criterium → Junior
 - p. August 9: Criterium → Master
 - q. August 29: Track → Junior U17 Omnium
 - r. ??: Road → Junior

Meeting adjourned at 9:00 PM (motion by Doug; 2nd by Mike). Unanimous.

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