



BRAC Board of Directors Meeting Minutes, 6/21/2016

Agenda

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| 1. Call to order and roll call | Doug |
| 2. Finances | Susan |
| 3. Race Grant Process | Shawn |
| 4. USAC Update | Shawn |
| 5. Advisory Committee | Shawn |
| 6. CX Policy | Shawn |
| 7. Track Policy | Shawn |
| 8. MTB | Shawn |
| 9. Beginning Racer Program | Shawn |
| 10. Triple Bypass | Shawn |
| 11. Mt. Evans | Kim |
| 12. Website | Shawn |
| 13. Officials Report (centerline rule meeting) | Marco and Mike |
| 14. New Business | |
| 15. Adjourn | |

Meeting called to order at 6:00 PM

Board Members present:

Doug Gordon (President)
Susan Adamkovics (Treasurer)
Lynn Taylor (Secretary)
Michael Chamberlin
Melisa Link
Mike McGuinn
Kim Nordquist

Board Members absent:

Rip Mobus (Vice President)
Jennifer Sharp
Marco Vasquez

Staff present:

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

Business conducted between this meeting and last meeting (April 21, 2016)

- A. April 2016 minutes approved by unanimous email vote of a majority of the Board

Finances

- A. USAC rebates are received about 1 month after they are earned, thus not entered until received, but credited to the month they are earned. \$18,000 to be credited to June.
- B. Membership down
1. ~ 200 riders, primarily junior
 2. USAC seeing same trend: number of events, number of riders, and rider-days are all down
 3. Example: Superior Morgul participation was only ~350 riders, despite beautiful weather forecast, beautiful day-of-race weather, and weather-cancelled raced the two previous weeks
- C. Outreach discussion to encourage new riders



1. Cards/coupons to go into Triple Bypass packets
 - a. Direct riders to website
 - b. Voucher for \$20 off first race, any BRAC competitive event
 - c. Funds from unused budget items, i.e. medical services that were budgeted for camps and not used
 - d. RD's turn in voucher to BRAC for reimbursement
 - e. Provides trackable metric of outreach effectiveness
- D. Total expenses are on target
 1. Additional tents purchased for race kit
 2. BRAC insurance coverage under review to assure we are not over-insured
- E. April and May monthly financial statements approved unanimously (motion by Doug; 2nd by Melisa)

Race Grant Process

- A. Club Council directed funds to be used for new events or new courses
- B. Discussion of requirements
 1. Need-based
 2. Provide tangible benefit to riders
 3. Due by the end of August
 4. All RD's can apply
- C. Shawn will send out by the end of the week

USAC Update—postponed due to time limit of library venue

Advisory Committee

- A. 6 committee spots are set by virtue of having only 1 interested person
- B. 4-5 spots have more than 1 person interested
 - a. Shawn will poll those specific constituent groups to vote on representative

Cross Cup Policy

- A. All refinements made
- B. Approved unanimously (motion by Doug; 2nd by Mike McGuinn)

Track Cup Policy

- A. Clarifications on State Championships eligibility incorporated
- B. Approved unanimously (motion by Doug; 2nd by Michael Chamberlin)



MTB

- A. Shawn working with Kate Raugh and the High School Mountain Bike League
- B. Way to encourage juniors to try road racing or Cyclocross
- C. Discussion on BRAC's general involvement

Beginning Racer Program—postponed due to time limit of library venue

Triple Bypass

- A. Packet stuffing on June 24th
- B. Aid station has just enough volunteers for BRAC to staff
- C. Trying to find volunteers to staff a tent at the expo

Mt. Evans

- A. Looking for more volunteers
- B. Permit fees have increased significantly, i.e. double-triple from 2015
- C. Discussion of investment in State Championships

Website

- A. Points issues fixed
 - 1. Team points
 - 2. Circuit race issue fixed, i.e. they count as road races, but weren't being properly tallied

Officials' Report (Centerline Meeting)

- A. 15 Chief Referees and Motor Referees attended meeting
- B. Rider behavior and expectations discussed
- C. Consensus reached on purpose and enforcement
- D. Email blast prior to Board meeting summarized the meeting
- E. Follow-up articles planned
- F. Board discussion of race directors and club presidents for mentoring respectful attitude towards officials

New Business

- A. Shawn to develop guidelines for camp coach fees



- B. Membership survey
 1. What does membership want?
 2. What do RD's want?
 3. Incentive for completion?

Meeting Adjourned at 8:15 PM (motion by Susan; 2nd by Doug)

Action List Summary

- A. Shawn: Race Grant application for Board review by end of week
- B. Shawn: Poll remaining advisory committee constituent groups for representative choice
- C. Shawn: : develop guidelines for camp coach fees

Board Calendar

1. Board of Directors' Meetings—generally every 3rd Thursday, 6:30 – 8:30
 - a. ~~December 17: Armadillo Restaurant, Northglenn~~
 - b. ~~January: not held~~
 - c. ~~February 18: GR Capital~~
 - d. ~~March: home of Rip Mobus~~
 - e. ~~April: Southside Bar and Grill~~
 - f. ~~May: not held~~
 - g. ~~June: Anythink Library, Thornton~~
 - h. July
 - i. August
 - j. September
 - k. October
 - l. November
2. Other Meetings/Gatherings
 - a. ~~CX Party (January 30)~~
 - b. ~~Officials' Meeting (February 20)~~
 - c. ~~CX Race Directors Meeting (February 24?)~~
 - d. ~~CX Town Hall meeting (April 14)~~
 - e. Road Race Directors Meeting (October?)
 - f. Club Council Meeting (December?)
3. State Championships
 - a. ~~June 5: Senior Road~~
 - b. ~~June 12: Senior Criterium~~



- c. July 17: Master Road Race
- d. July 23: Hillclimb
- e. July 31: Junior Criterium
- f. August 6: Junior Time Trial
- g. August 7: Junior Road Race
- h. August 7: Senior/Master Time Trial
- i. August 21: Master Criterium
- j. ????: Junior Track
- k. ????: Senior Track
- l. ????: Master Track
- m. December 10-11: 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