



BRAC Board of Directors Meeting Minutes, 7/18/2016

Agenda

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|--------------------------------|--------|
| 1. Call to order and roll call | Doug |
| 2. Finances | Susan |
| 3. Sponsorship | |
| a. Primal Presentation | Primal |
| b. Report | Melisa |
| 4. Race Grant Update | Shawn |
| 5. Racer Day Comparison | Shawn |
| 6. Advisory Committee | Shawn |
| 7. Triple Bypass | Shawn |
| 8. Mt. Evans | Kim |
| 9. New Business | |
| 10. Adjourn | |

Meeting called to order at 6:40 PM

Board Members present:

Doug Gordon (President)
Rip Mobus (Vice President)
Susan Adamkovics (Treasurer)
Lynn Taylor (Secretary)
Michael Chamberlin
Melisa Link
Marco Vasquez

Board Members absent:

Mike McGuinn
Kim Nordquist
Jennifer Sharp

Staff present:

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

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

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

Finances

A. Income

1. USAC rebates are received about 1 month after they are earned, thus not entered until received, but credited to the month they are earned. Q2 rebate will be about \$8,000.
2. Note of caution about donations and sponsorship. Budget is \$35,000; income to date is ~\$4,500.
 - a. Donation from COBRAS for KHMTT yet to be received
 - b. Great Divide donation anticipated
 - c. Team Evergreen donation anticipated

B. Expenses

1. Watch spending on awards and postage
2. Insurance cost and credit card fees have been significantly decreased
3. Junior program
 - a. \$1,000 to Junior Challenge



- b. \$2,500 to Road camp
- c. \$2,500 to CX camp
4. Race kit: BRAC tent has been destroyed in the last two months; to be replaced.
5. June monthly financial statements approved unanimously (motion by Melisa; 2nd by Doug)

Sponsorship

- A. Tiffany Saria, Primalwear
 1. Company will celebrate 25 years in business in 2017
 2. Seeking partnership with BRAC to grow sport
 - a. Marketing (ideas: Beginning Racer Program, Women's BRP, Juniors, unattached riders)
 - b. Merchandising (socks, hats, jackets, etc.)
 3. Will provide a template for what is working for other cycling associations and groups they work with
 4. Board discussion on what BRAC needs from a sponsor
 5. Board discussion on maintaining relationship with Pactimo
- B. In Progress
 1. Dialogue with Adventure Cycling
 2. Ways to involve bike shops in marketing BRAC and vice-versa

Race Grant Update

- A. Application is on BRAC website under Resources: Race Director
- B. Sent to road RD's with new events
- C. To be sent to all CX RD's

Racer Day Comparison

- A. Shawn provided a race-by-race comparison of participation in 2015 race and 2016 races to date
- B. Racer days are generally down
- C. Some races significantly up due to better weather
- D. Shawn will add a new survey link in email blasts for riders who didn't race
 1. Learn what keeps riders from racing in current year
 2. Use to increase rider days in 2017

Advisory Committee

- A. Formed after various stakeholder groups with more than 1 interested person chose a representative
- B. First meeting (TBD) will be with Board
 - a. Needs in their individual groups
 - b. What do members want, need, and expect



- C. Meetings will be open to membership, like all Board meetings

Triple Bypass

- A. BRAC manned an aid station on top of Vail Pass
- B. BRAC maintained a tent at the expo
- C. Handed out discount vouchers to new riders
 - 1. Mt. Evans has already received some entries using the vouchers

Mt. Evans

- A. Looking for volunteers

New Business

Meeting Adjourned at 8:45 PM (motion by Doug, 2nd by Rip)

Action List Summary

- A. Shawn: Send Race Grant application to CX RD's
- B. Shawn: Survey and link for riders who choose not to race on a given weekend
- C. Shawn: Set meeting date for Board and advisory committee

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: home of Rip Mobus~~
 - 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