



BRAC Board of Directors Meeting Minutes, 07/25/2017

Agenda

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|--------------------------------|-------|
| 1. Call to order and roll call | Doug |
| 2. Finances | Susan |
| a. Sponsorship | Shawn |
| b. Website | Shawn |
| 3. Racer Days | Shawn |
| 4. CX Season | Shawn |
| 5. Road Party | Rip |
| 6. New Business | |
| 7. Adjourn | |

Meeting called to order at 6:32 PM

Board Members present:

Doug Gordon (President)
Rip Mobus (Vice President)
Lynn Taylor (Secretary)
Susan Adamkovics (Treasurer)
Jon Heidemann
Michael McGuinn
Kim Nordquist
Lance Panigutti
Troy Reynolds

Board Members absent:

Melisa Link

Staff present:

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

Business conducted between this meeting and last meeting (June 20, 2017)

- A. June 2017 minutes approved by unanimous email vote of a majority of the Board in attendance
- B. Discussion on Senior Men and Senior Women prize list equity for cyclocross
 1. In 2016, most CX races met BRAC minimum of payout 5 deep for SM Open and 3 deep for SW Open
 - a. Many races exceeded minimum payout for SW Open (paying 5 deep)
 - b. Many race directors awarded equal monetary amounts between SM Open and SW Open for at least the top three places
 2. Some races that pay 5 deep have trouble awarding 4th and 5th place prize money because riders don't show up
 3. Equal payout between men and women should be at the discretion of the race director, not mandated by BRAC
 4. Motion to reduce the minimum prize list payout for Senior Men Open from 5 to 3 (motion by Lance, 2nd by Michael)
 - a. 3 Yes votes and 6 No votes; motion fails
 - b. Minimum prize list payout remains at 5 for SM Open and 3 for SW Open
- C. 2017 Cyclocross Cup Policy unanimously approved by a majority of Board Members
- D. SW 3-4 and SW 4-5 race time of 35 minutes changed to 40 minutes
 1. 2017 CX Policy revised and reposted on BRAC website



2. RD's notified of time change in order to amend flyers

Finances

A. General

1. Revenue
 - a. USAC Rebate
 - i. No additional information available on when BRAC will receive remainder of Q1 and Q2 rebates
 - ii. Shawn to send letter to USAC and copy Board, noting LA contract obligations
 - b. Triple Bypass
 - i. BRAC was scheduled to provide event support; \$7,500 donation anticipated
 - ii. Event was canceled due to fire
 - iii. Team Evergreen leadership discussing program support in spite of event cancellation
 2. Expenses
 - a. Close to budget limits on venue rental and website support
 - b. USAC has doubled their credit card transaction fee
 - c. Road Cup party limit set at \$2,000
 3. Savings potentials
 - a. \$1,500: Eliminate printing of letters that accompany licenses, as well as small BRAC stickers
 - i. Most riders use electronic license, and BRAC membership is noted
 - ii. Sticker inventory can be made available to all races
 - b. \$600: Eliminate Cyclocross season poster
 - i. Value to BRAC and Race Directors is worth the expense
- ### B. Sponsorship
1. Budgeted \$28,450; \$18,600 has been received
 2. 6 new sponsors this year: Bemer, FasCat Coaching, 1 Up Drones, Pactimo, Rally, Reynolds Roofing
 - a. Pactimo was schedule for a \$4,000 cash sponsorship to be used for numbers; they bought \$5,000 worth of numbers instead
- ### C. Website
1. Insight Designs provided estimate of costs for Yvonne/ Shawn's wishlist of website capabilities
 2. Drupal security updates frequently cause some current capabilities to crash, requiring additional monetary outlay by BRAC
 - a. Insight Designs specializes in building websites, rather than fixing them
 - b. Insight Designs suggested BRAC hire an independent contractor for "easy fixes" and adding capabilities, which would cost less than what Insight Designs needs to charge
 3. Email blast to membership to identify a contractor with both Drupal experience and cycling knowledge
- ### D. June financial statements unanimously approved (motion by Susan; 2nd by Troy)



Racer Days

- A. Shawn provided spreadsheet of 2015, 2016 and 2017 participation
- B. To date, ~5% decrease in racer days
 - 1. Some races increased over 2016, some decreased; not a consistent pattern
 - 2. Influences on participation to examine
 - a. place on calendar, i.e. earlier or later in season from previous year
 - b. whether event was the only one on a given weekend

CX Season

- A. About 6 weeks away
- B. Watch how corral start works for September
- C. Survey membership on whether to continue corral start for the remainder of the season or use previous method of separate race groups starting on separate whistles, after being called up by USAC ranking within their own race group

Road Party

- A. Wheat Ridge Cyclery
- B. September 23rd or September 30th

New Business

- A. Discussion on promoting a 5k running race to generate additional revenue
 - 1. North Boulder Park previously held a running race before the bike race
- B. Discussion of enticing more clubs to promote events
 - 1. Issues
 - a. Many clubs "piggyback" on larger clubs to maintain "good standing" within BRAC when the spirit of the rule is really to get clubs to hold standalone events. We need to change this.
 - b. Obtaining a permit (from city/county/state authorities) can be cumbersome
 - c. Does BRAC have too many small clubs without sufficient human resources
 - 2. What "carrots" can BRAC provide?
 - a. Mentoring at weekly training series
 - b. Clinic for prospective RD's, a month after Club Council meeting
- C. Clint Bickmore will provide RaceDay Registration spreadsheet training for CX race directors
 - 1. August 3rd
 - 2. Program has been modified to produce call-ups for corral starts in September
- D. Rip has identified a potential new motor referee and will have the person follow-up with Shawn
- E. 2018 Road Cup Party: Rip will begin investigating venues now that require booking 1 year in advance



- F. BRAC involvement in automobile driver education
 - 1. Colorado population is exploding
 - 2. New arrivals often unaware of 3 foot rule for passing cyclists
 - 3. Coordinate with Bicycle Colorado and Megan Hottman
- G. State Championship medal presentations at Salida
 - 1. Shawn will manage Friday and Saturday
 - 2. Rip and Michael will manage Sunday

Meeting Adjourned at 8:22 PM (motion by Doug, 2nd by Michael)

Action List Summary

- A. Shawn
 - 1. Draft letter to USAC regarding payment date for remainder of Q1/Q2 rebates
 - 2. Future email blast: solicit membership for person with Drupal experience and cycling knowledge
 - 3. Draft State Championships criteria to address multiple championships hosted by a single club on the same weekend (from June minutes)
- B. Yvonne
 - 1. Continue assembling "how-to" manual (from June minutes)

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 22: home of Rip Mobus~~
 - ~~5. June 20: home of Rip Mobus~~
 - ~~6. July 25: GR Capital Partners~~
 - 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. RaceDay Registration software training (August 3rd)



- f. Road Race Directors Meeting
 - g. 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 22: Junior (11-16) Track~~
 - ~~h. July 23: Master Criterium~~
 - i. July 28: Junior Time Trial
 - j. July 29: Junior Criterium
 - k. July 30: Junior/Senior road Race
 - l. August 20: Master Road
 - m. ?? Senior/Master Endurance Track
 - n. ?? Senior/Master Sprint Track
 - o. ?? Junior Track
 - p. ?? 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