



BRAC Board of Directors Meeting Minutes, 09/19/2018

Agenda

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|-------------------------------------|---------|
| 1. Call to order and roll call | Doug |
| 2. August Finances | Karen |
| 3. Report from Club Council Meeting | Doug |
| 4. Report from USAC LA Meeting | Shawn |
| a. 2018 Membership trends | |
| b. Basic Membership | |
| c. Website | |
| d. RaceClean | |
| 5. Memberships and Rebates | Shawn |
| 6. Summary of 2018 Road Season | Shawn |
| 7. Road Cup Party | Shawn |
| 8. Women's Development Committee | Jessica |
| 9. Elections | Shawn |
| 10. New Business | |
| 11. Adjourn | |

Meeting called to order at 6:32 PM

Board Members present:

Doug Gordon (President)
Michael McGuinn (Vice President)
Lynn Taylor (Secretary)
Karen Tourian (Treasurer)
Melissa Barker
Audrey Beebe
Jessica McWhirt
Lance Panigutti

Board Members absent:

Troy Reynolds
Jon Heidemann

Staff present:

Shawn Farrell (Executive Director)

Staff absent:

Yvonne vanGent (Membership Manager)

Business Conducted between August 22, 2018 and this meeting

None

August Finances

- A. Income up significantly compared to projections
- B. Track Camp
 1. Participation was twice what was expected
 2. 6 juniors and 1 coach received complimentary admission to track camp
 - a. \$540 to be shifted from general expenses to junior programs expenses
 3. Venue rental is per participant, so venue rental expense was greater than anticipated



- C. Members are renewing at recently approved \$40 level
 - 1. \$10 will be credited to 2018 income
 - 2. \$30 will be credited to 2019 income
- D. Unanimous approval of motion to approve April finances, including funds shift noted in B2a above (motion by Melissa 2nd by Lynn)

Club Council Meeting

- A. Lower attendance than anticipated
- B. Consensus was to allow membership fee increase of \$5.00 starting in 2019.
 - 1. BRAC annual membership will now be \$30
 - 2. For riders who want to renew for 2018 and ride Cyclocross, the fee is \$40; basically paying to race September to December of 2018 plus all of 2019.
 - 3. \$5.00 should go to programs, i.e. new riders, marketing, women
 - 4. Future ad hoc meeting of the Club Council prior to annual CC meeting to discuss budget and the use of the incremental \$5.00

USAC Meeting—LA Symposium

- A. Total racing memberships down 2012 – 2017, but seeing an uptick in 2018; may be due to 2XCX initiative
- B. For 2017, USAC saw decreases in race days per member, total racer days, total race events. Summary
 - 1. Competitive racer days: -7%
 - 2. Gran Fondo rider days: +31%
 - 3. Fun Ride/Tour rider days: +3%
- C. USAC's analysis of 2018 BRAC members with annual licenses:
 - 1. 8% increase in new licensees
 - 2. 7% increase in renewing licensees
- D. USAC has streamlined license/membership options, first license is \$20.
 - 1. Basic membership comes with 1 hour of free coaching with a local coach
 - 2. USAC to tell Shawn which Colorado coaches are participating, so that BRAC can revive clinics via the Beginning Racer Program (riders can get upgrade points)
 - 3. Will revisit having coaches as mentors during races like we did a few years ago
 - a. NorCal pays their mentors
- E. USAC's new website continues to be behind schedule in implementation
 - 1. Operating on multiple platforms right now
- F. USAC has microsites for LAs that don't have their own website; BRAC is not a part of this
- G. Race Clean program
 - 1. Executed more tests than expected
 - 2. Some testing initiated by Race Clean program, some by USADA
 - 3. RD's could request testing, but the cost would be around \$5000
 - 4. Tip line is **1-877-PLaYCLeAN** (1-877-752-9253). Most people are caught via the tip line



Website Update

- A. Code map is now built; required 20 hours to complete
- B. Website "buttons"
 - 1. Survey Link now prominent in email blast
 - 2. New Racer info (to come)
 - 3. RaceClean (to come)
 - 4. Safe Sport (to come)

Membership and Rebates

- A. Whether riders buy a license now or in 2019, the \$8.00 rebate from USAC will be received in Q1 of 2019

2018 Road Season

- A. Good news!
 - 1. Many races saw an increase in participation over 2017
 - 2. There was 1 additional event day over 2017
 - 3. Overall, down 9.6%; primarily due to races that were cancelled (mostly due to weather) or not held
 - 4. For races that took place in both 2017 and 2018, participation was up 5%.
- B. BRAC needs to keep races from disappearing

2018 CX Season

- A. Races are seeing higher participation so far compared to 2017
- B. Shimano CycloX series has seen a 15-20% increase in the number of 5-packs purchased
- C. Need to keep beginners racing after their 1st event

Road Cup Party

- A. To be held at Shimano/Pearl Izumi HQ
- B. October 20th
- C. RSVP will be required so that there is enough food. Do not want repeat of last year where 100 said they were coming and 270 showed up
- D. BRAC support will be limited to BRAC member + 1 (2 parents for juniors); likely \$10 each for additional guests

Women's Development Committee

- A. Jessica presented a proposal to sponsor 10 new women racers in 2019, outlining BRAC support and expectations for participants
- B. Proposal to be refined and presented to Board again



Board Elections

- A. Members with expiring terms need to let Shawn know if they are seeking reelection: Doug, Lynn, Lance, Jon, Troy

Fundraising

- A. Erie Elves 5K on December 15
 1. Running race will start and finish at Boulder Valley Velodrome
 2. BRAC members will receive a discount code for entry
 3. To be marketed primarily to running community
 4. Race website purchased and registration platform chosen

New Business

- A. Junior/U23 race grants
 1. No new requests
- B. Marketing
 1. BRAC to attend high school MTB races Oct 6-7.

Adjourn--Meeting adjourned at 8:23 PM (motion by Melissa 2nd by Michael)

Action List Summary

- A. Shawn to follow up with USAC on coaches participating in USAC's new license program
- B. Jessica to refine women's program proposal

Board Calendar

- A. Board of Directors' Meetings—generally every 3rd Thursday, 6:30 – 8:30
 - ~~1. February 10: Dawson School~~
 - ~~2. March 15: Pactimo~~
 - ~~3. April: no meeting~~
 - ~~4. May 22: Doug's office~~
 - ~~5. June 19: Anythink Library, Thornton~~
 - ~~6. July: no meeting~~
 - ~~7. August 20: Pactimo~~
 - ~~8. September 19: Dawson School~~
 9. October
 10. November
 11. December
 12. January
- B. Other Meetings/Gatherings
 - ~~a. Officials' Meeting (February 24)~~
 - ~~b. CX Race Directors Meeting (March 24)~~



- ~~e. Storage Unit clean-out (April 1)~~
- ~~d. Special Club Council Meeting (August 24)~~
- e. Road Cup / Track Cup Awards Party (October 20)
- f. Road Race Directors Meeting (October TBD)
- g. Club Council Meeting (January - February 2019; TBD)
- h. CX Cup Awards Party (January - February 2019; TBD)
- i. Officials' Annual Meeting (February 2019; TBD)

C. State Championships

- ~~a. June 3: Senior Hillclimb (Guanella)~~
- ~~b. June 10: Senior Criterium (Ridge @ 38)~~
- ~~c. June 16: Jr. Track (BVV)~~
- ~~d. June 24: Junior/Senior/Master Time Trial (John Stenner Memorial)~~
- ~~e. July 1: Master Road (Boulder Omnium—Peak to Peak)~~
- ~~f. July 19: Track, Women Scratch Race and Men 1-3 Keirin (BVV)~~
- ~~g. July 21: Junior/Master Hillclimb (Mt. Evans)~~
- ~~h. July 26: Track, Women Keirin and Men 1-3 Scratch Race (BVV)~~
- ~~i. August 5: Junior Criterium (Bannock)~~
- ~~j. August 9: Track, Women Points Race (BVV)~~
- ~~k. August 12: Junior/Senior Road (Porsche Thunderbird)~~
- ~~l. August 16: Track, Madison~~
- ~~m. August 23: Track, Men 1-3 Points Race (BVV)~~
- ~~n. August 25: Master Criterium (Lucky Pie)~~
- ~~o. August 25: Track, Sprints~~
- ~~p. September 8: Track, Masters/Open Time Trials~~
- ~~q. September 9: Track, Masters Sprints~~
- r. Dec 1-2: Junior/Senior/Master 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