



BRAC Board of Directors Meeting Minutes, 02/10/2017

Agenda

1. Call to order and roll call Doug
2. Elections Shawn
 - a. Nominations (Pres, Vice-Pres, Treas, Sec)
 - b. Elections
3. Finances Shawn
 - a. December 2016
 - b. January 2017
4. Race Kit Coordinator Shawn
5. CX Race Groups Shawn
6. Marketing Michael
7. New Business
8. Adjourn

Meeting called to order at 6:05 PM

Board Members present:

Doug Gordon (President)
Lynn Taylor (Secretary)
Jon Heidemann
Michael McGuinn
Kim Nordquist
Lance Panigutti
Troy Reynolds

Board Members absent:

Rip Mobus (Vice President)
Susan Adamkovics (Treasurer)
Melisa Link

Staff present:

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

Guest present:

Marco Vasquez (Technical Committee chair)

Business conducted between this meeting and last meeting (January 12, 2016)

- A. January 2017 minutes approved by unanimous email vote of a majority of the Board in attendance
- B. 2017 Road Cup Policy approved by unanimous email vote of a majority of the Board members

Elections

- A. Nominations
 1. Doug Gordon, President (nomination by Jon, 2nd by Michael)
 2. Rip Mobus, Vice-President (nomination by Lynn, 2nd by Lance)
 3. Lynn Taylor, Secretary (nomination by Doug, 2nd by Lance)
 4. Susan Adamkovics (nomination by Kim, 2nd by Lynn)
- B. Elections
 1. Unanimous approval of all nominations
 2. Board officers remain intact



Finances

- A. December 2016
 - 1. Still waiting for Q4 rebate from USAC
 - a. Estimate is \$2,000—essentially the amount that was projected to be received
 - b. Q4 rebate will be credited to 2016
- B. January 2017
 - 1. Received ~\$14,000 in license revenue from USAC
 - a. Funds for 2016 licenses to be credited to 2016
 - b. Funds for 2017 licenses to be credited to 2017
 - 2. New USAC IT platform
 - a. Processing USAC licenses OK
 - b. BRAC memberships are problematic due to data transfer issues from old platform
 - 3. CC fees increased to 5%
 - a. Will mean nearly \$3,000 in fees if BRAC memberships continue to be processed through USAC at same time USAC license is purchased
 - b. Fee charged to BRAC from bank is 0.8% - 1.2%
 - c. BRAC will request that riders temporarily obtain membership through BRAC website until IT issues and CC fees are resolved
- C. Waiting for Susan to review both months after Q4 funds received
 - 1. Board members expected to discuss/approve via email prior to next meeting

Race Kit

- A. Coordinator (Shelley Hartman) is paid \$200/month
 - 1. Coordinator has held position for 2 years
 - 2. Race kit organization greatly improved and maintained
 - 3. Requesting a moderate raise
 - a. Motion to approve an increase to \$250/month (\$600/year)
 - b. Addendum to motion requires that a log documenting access granted to Race Kit be provided to increase accountability for returning items properly and in good condition
 - c. Motion and Addendum approved unanimously (motion by Michael, 2nd by Jon)
- B. Podiums
 - 1. Jon is repairing the metal infrastructure
 - 2. New Coroplast face panels being printed

CX Cup Race Groups

- A. Suggestion at Road race groups meeting (January 7, 2017) that Road Cup groups may also be appropriate for CX
 - 1. To be discussed at CX Race Directors meeting in March



2. Input from BRAC Advisory Committee to propose race groups
 3. CX Race Groups meeting to solicit input from general membership
- B. CX Race Director meeting
1. March (TBD)
 2. Guest speaker

Marketing

- A. 2017 budget was increased: need to decide what events and whom to send
- B. Doug/Shawn heard about “Expo in a Box” at the USAC LA Summit—will investigate usefulness for BRAC
- C. Events—need something to draw visitors
1. BRAC doesn’t have a physical product to sell
 2. Ideas
 - a. Spin a wheel, get a prize (printed calendar, free race coupon, trinkets)
 - b. Market State Championships—last year Shawn set up a mannequin with a jersey and medals
- D. Clubs need to be proactive
1. Shawn to use email blast for reminder to submit team president, club contact, email address, racing focus (i.e. women, new riders, juniors), member groups being accepted
 2. BRAC staff does not have access to team profile; clubs need to update information themselves on website
 3. When a club renews, ask whether new members are being accepted, their focus, and a bio
 4. Clubs could consider an open enrollment period for new riders

New Business

- A. Request from TC (Marco Vasquez) to increase educational support fee
1. Currently \$50/clinic/seminar/training is allowed while \$70/day is allowed for apprenticeships at upper level events
 2. Advanced training class expenses can be much greater than an apprenticeship due to level/length of training
 3. Motion: reimburse course registration fee for Level A and above training events for officials up to \$150 per course
 - a. Motion by Doug, 2nd by Lance
 - b. Motion passes unanimously
- B. Request from TC to change TC Committee members
1. Tim Madden has decided to step down
 2. Tom Foss has agreed to fill his spot
 3. Motion: accept Tom Foss as Tim Madden’s replacement on the BRAC Technical Committee
 - a. Motion by Michael, 2nd by Doug
 - b. Motion passes unanimously
- C. Communication committee
1. Lance will be taking Michael’s place
 2. BRAC reaching current members well, need to reach new members better
 3. Race director spreadsheet would be useful to other RD’s



- D. State Championships
 - 1. Discussion on race groups offered
 - 2. State Championship race groups will mirror Road Cup race groups, i.e. SM 4-5 may not be split into SM 4 and SM 5
- E. Track
 - 1. BVV will have a full program
 - 2. Chris Ferris, manager
- F. Officials
 - 1. New officials needed, especially motors
 - 2. Desire their attendance at officials' meeting on February 25th; can take online Level C course later
- G. Committees
 - 1. Need a replacement for Jen on the Women's Committee
- H. New riders
 - 1. Women's mentoring clinic at Louisville crit
 - 2. Link to new rider information to be prominent on website homepage
- I. Board paperwork
 - 1. Shawn to distribute conflict-of-interest forms to all Board members
 - 2. For new Board members, Shawn to distribute information on:
 - a. Background check (paid for by BRAC)
 - b. Safesport training
 - c. Concussion awareness training

Meeting Adjourned at 7:40 PM (motion by Doug, 2nd by Lance)

Action List Summary

- A. Susan: review December and January financial statements when USAC Q4 rebate received
- B. Board: discuss and approve December 2016 and January 2017 financial statements prior to March meeting
- C. Shawn
 - 1. Explore "Expo in a Box"
 - 2. Move new rider information link to homepage
 - 3. Board paperwork
 - a. Conflict of interest forms for all members
 - b. Background check, Safesport training, concussion awareness training for new Board members
 - 4. Set March meeting date and place (6:30 PM)
 - 5. Set CX Race Directors meeting date and place
 - 6. Set CX Race Groups meeting date and place



Board Calendar

- A. Board of Directors' Meetings—generally every 3rd Thursday, 6:30 – 8:30
 - 1. ~~February 10—USAC headquarters~~
 - 2. March
 - 3. April
 - 4. May
 - 5. June
 - 6. July
 - 7. August
 - 8. September
 - 9. October
 - 10. November
 - 11. December
- B. Other Meetings/Gatherings
 - a. Officials' Meeting (February 25)
 - b. CX Race Directors Meeting
 - c. CX Race Groups Meeting
 - d. Road Race Directors Meeting
 - e. 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 23: Master Criterium
 - h. July 30: Senior road Race
 - i. August 20: Master Road
 - j. ?? Senior/Master Endurance Track
 - k. ?? Senior/Master Sprint Track
 - l. ?? Junior Track
 - m. ?? 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