



BRAC Board of Directors Meeting Minutes, 2/18/2016

Agenda

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|--------------------------------|------------------|
| 1. Call to order and roll call | Doug |
| 2. Review Financials for 2015 | Susan |
| 3. CX Policy | Shawn |
| a. Schedule | |
| b. Points System | |
| 4. Junior Programs | Shawn |
| a. Junior Group | |
| b. Camps | |
| c. Use of Junior Devo Account | |
| 5. Results of RD Survey | Shawn |
| 6. Events | |
| a. Mt. Evans | Kim |
| b. KHMTT | Shawn |
| c. Parker | Doug |
| d. Jeffco | Doug |
| e. PPHC | Shawn |
| f. Triple Bypass | Shawn |
| 7. Sponsorship Summary | Shawn and Melisa |
| 8. Website | Shawn |
| 9. New Business | |
| 10. Adjourn | |

Meeting called to order at 6:30 PM

Board Members present:

Doug Gordon (President)
Rip Mobus (Vice President)
Lynn Taylor (Secretary)
Susan Adamkovics (Treasurer)
Mike McGuinn
Jennifer Sharp
Marco Vasquez

Board Members absent:

Michael Chamberlin
Melisa Link
Kim Nordquist

Staff present:

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

Business conducted between this meeting and last meeting (December 17, 2015)

- A. December 2016 minutes approved by unanimous email vote of a majority of the Board
- B. Garrett White resigned his position on the Board due to a career move out-of-state
- C. Michael Chamberlin was selected to fill the remainder of Garrett White's term
- D. 2016 Road Cup Policy was unanimously approved
- E. 2016 General Policy was unanimously approved



2015 Financials—Final Report

- A. 4th quarter USAC rebate just arrived, necessitating delay in closing books on 2015
- B. Positive cash flow of \$6000
 - a. Junior camps less expensive this year
 - b. USAC rebate larger than anticipated
 - c. Income greater than budgeted
 - d. Sponsorship higher than budgeted
 - e. Expenses monitored more closely and held in check
- C. Profit and Loss statement shows a loss
 - a. Included a large non-cash charge for depreciation that put us in the red
 - b. Actual loss (\$17,000) was less than budgeted (\$19,430)
- D. Summary: We outperformed the budget in 2015
- E. Unanimous approval (motion by Doug, 2nd by Jen)

Cross Cup Policy

- A. Schedule-regular season
 - 1. Combined MM 40+ 4 and 50+ 4 due to field sizes
 - 2. Put SM 4 on course by themselves due to field size
 - 3. Eliminated SS 4-5 due to low field size (low 4, average 10, high of 16)
 - 4. SM 5 changed to SM 5/MM 40+5 to clarify that this race group is for new riders over the age of 40
- B. Schedule-State Championships (via email)
 - 1. Allow Collegiate Men A to start in front of SS due to low turnout in 2015
 - 2. Shorter day on Sunday to allow for travel
- C. Points
 - 1. Replaced Gold, Silver, Bronze tier system with points system determined by field size
 - 2. Same points system as in 2016 Road Cup Policy
 - 3. Team Cross Cup points to be determined as in Road Cup Policy
- D. Number of races to “count” for points
 - 1. 75-80% depending on number of events on calendar
 - 2. Specific number to be set ~Aug 31/Sept 1

Junior Programs

- A. Working group is form, determining date for meeting
 - 1. Not enough races outside of Boulder to encourage kids to try racing
- B. Camps Discussion
 - 1. Discussion about BRAC involvement in camps
 - 2. TriVelo focused on Cycling 101
 - 3. Jon Heideman sees need for Cycling 201, 301
 - 4. Idea to have a track camp while the Colorado Springs track is still covered (beginners and advanced can be accommodated at the same time)
- C. Junior Development Account
 - 1. To be used as a resource, i.e. capital investment
 - 2. Board authorized \$10,000 (account balance = \$50,000) plus surcharges from junior races for 2016 use
 - 3. Working group to present budget for expenditures



4. Final Board approval required for specific use of authorized funds

Race Director Survey re: race kit

- A. Move to a better location
- B. No support for mobilizing kit (i.e. having it delivered for a fee)
- C. Radios are a huge asset and much appreciated
- D. Bib numbers and Pins
 1. Most RD's will use numbers sponsored by Basil Doc's (which are known to meet USAC requirements)
 2. RD's are free to obtain numbers themselves as long as they meet USAC requirements
 3. RD's will need to return unused numbers—Chief Referees/Judges will collect at the race and return to Yvonne at the next Board meeting
 4. Many RD's are saturated with pins and don't need BRAC to supply them. Others want them
- E. Barriers/fencing aren't needed—most RD's use a company
- F. ROL Wheels
 1. Rob Malsch is moving
 2. If a mechanic can be found, they can use tent

Events

- A. Mt Evans
 1. Kim was absent
 2. Suggestion to look into ham radio clubs for communication
- B. KHMTT
 1. Ready to roll
 2. Similar profit sharing arrangement with BRAC providing registration help for series
- C. Parker
 1. Permit in progress
 2. CSP is on board with race; experience with Pro Challenge
- D. Potential new event in Jefferson County.
- E. Pikes Peak Hillclimb
 1. USAC Hillclimb national championship
 2. BRAC will participate via outreach tent
- F. Triple Bypass
 1. Team Evergreen may support Beginning Race Program with \$5,000 (pending next TE BOD meeting)
 2. In discussion with Jen Barbour (Team Evergreen Executive Director) regarding BRAC staffing of aid station

Sponsorship

- A. Colorado Barricade is a new sponsor
- B. Impact 360 is a new sponsor
- C. Nationwide has retired as a sponsor to Garrett White's transfer
- D. Some potential sponsors under discussion



Website

- A. Board members were given link to preview site prior to meeting
- B. Assignments to review sections and report to Shawn
 1. Programs—Jen
 2. Resources—Lynn
 3. Events—Marco
 4. Join—Rip
 5. About—Doug
 6. News—Susan

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

Action List Summary

- A. Board members to review website sections and report areas of concern

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
 - e. April
 - f. May
 - g. June
 - 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. Road Race Directors Meeting (October?)
 - e. 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 7: Time Trial
- g. August 21: Master Criterium
- h. ?????: Junior Road Race
- i. ?????: Junior Track
- j. ?????: Senior Track
- k. ?????: Master Track
- l. 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