



## BRAC Board of Directors Meeting Minutes, 03/16/2017

### Agenda

- |                                     |              |
|-------------------------------------|--------------|
| 1. Call to order and roll call      | Doug         |
| 2. Finances                         | Susan        |
| 3. Bemer Introduction               | Vicki Latham |
| 4. Track Cup                        | Shawn        |
| 5. Road Calendar                    | Shawn        |
| 6. Race Kit                         | Shawn        |
| 7. Website                          | Shawn        |
| 8. Triple Bypass                    | Shawn        |
| 9. USAC Contracts and Working Group | Shawn        |
| 10. CX Groups                       | Shawn        |
| 11. CX Race Directors Meeting       | Shawn        |
| 12. New Business                    |              |
| 13. Executive Session               | Doug         |
| 14. Adjourn                         |              |

### Meeting called to order at 6:40 PM

#### **Board Members present:**

Doug Gordon (President)  
Rip Mobus (Vice President)  
Lynn Taylor (Secretary)  
Susan Adamkovics (Treasurer)  
Jon Heidemann  
Melisa Link  
Michael McGuinn  
Lance Panigutti

#### **Board Members absent:**

Kim Nordquist  
Troy Reynolds

#### **Staff present:**

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

#### **Guest present:**

Vicky Latham, Bemer

### Business conducted between this meeting and last meeting (February 10, 2017)

- January 2017 minutes approved by unanimous email vote of a majority of the Board in attendance
- Junior travel grants approved for all who requested them

### Bemer Introduction—New BRAC Sponsor

- Vicki Latham
  - Background as a professional ballet dancer, mid-wife, and physician's assistant
  - Company has been in Europe 18 years, just getting started in US market
  - Device is FDA-approved, increases blood flow ~30% to/from tissues. Attachments for specific body parts
  - Bemer 4-man team won RAAM not only over all 4 man teams, but also all 8-man teams, setting a record in the process
- Sponsorship
  - Met Shawn at an expo by stepping into the BRAC tent



2. Attended CX Awards party where guests could try it out
3. For every device purchased, BRAC gets a donation
4. Shawn will get calendar to Bemer for additional demos (Bemer will contact RD's for expo space)

## Finances

- A. December 2016
  1. Q4 rebate from USAC arrived
    - a. Very close to \$2,000 estimate
    - b. Susan can finalize end-of-year statements
- B. January and February 2017
  1. Marketing budget is ~ 1/3 spent
  2. Credit card fees were significantly reduced until USAC doubled their fee to 5%
    - a. Shawn compared new USAC fee with fees charged by authorize.net and the bank BRAC uses
    - b. Came out about even for USAC license + BRAC membership
    - c. BRAC considers it a benefit to the membership to be able to renew a racing license and purchase a BRAC membership in one stop at the USAC website
    - d. Larger transactions for BRAC, i.e. sponsorship and purchases will continue to be processed through bank
  3. Junior grantees are in the process of turning in receipts for grant awards
- C. January and February financial statements approved unanimously (Motion by Rip, 2<sup>nd</sup> by Doug)

## Track

- A. Track Cup not necessary this year due to only BVV participating
- B. Shawn will confirm again that COS does not want to be a part of BRAC track programs
- C. BVV planning their own "Rider of the Year" award, as well as hosting State Championships

## Road Calendar

- A. Posters and cards designed by Shawn using Adobe Illustrator (i.e. in-house production)
- B. Lance will connect Shawn with a marketing distributor to get cards/posters in new locations, i.e. spin studios, rec. centers
- C. Shawn will inform clubs and RD's and marketing materials are available

## Race Kit

- A. Radio Sets
  1. BRAC purchased 50 radios + 10 chargers + earpieces/mics + 10 powerstrips.
  2. BRAC purchased 10 Pelican cases, which Shawn customized to house 5 radios + accessories each



3. 5 main CR's to have 2 sets of 5 radios each, i.e. 10 available per race
4. CR's responsible for maintaining radio sets and reporting damage/loss
- B. Distinctive bright red bags purchased to separate from general tent bags
  1. Podium backdrops, start/finish flags, course open/closed flags
  2. Lance suggested adding a hammer and zip ties to each bag
- C. Feedback racks have disappeared, along with BRAC tablecloths
  1. Shelley to track these items down
  2. Race kit users MAY NOT share access code to race kit unit
- D. New lap counter with bell attached
- E. Podiums and place signs
  1. 3 sets
  2. Jon repainted
  3. Lance to connect Shawn with new banner/sign provider

### Website

- A. Drupal updates caused some issues
  1. Points tracking--will track correctly once there is a Cup race for points entered into results: Louisville crit
  2. Renewal status not always updating
- B. "New rider" link for homepage needs to be hardcoded by Insight Designs
  1. Lance will help with content material for new riders

### Triple Bypass—July 8 and 9

- A. They have too many volunteer groups that aren't cycling-related
- B. Want to reduce number of groups and use more people from each group
- C. Requesting 14 people this year from BRAC (BRAC supplied 10 last year)
  1. Volunteers will answer questions and look for issues
- D. Any BRAC club providing volunteers will fulfill their "club in good standing" requirement for the year

### USAC LA Contracts

- A. Two types to choose from
  1. Standard contract that is confined to racing disciplines of road, track and cyclocross
  2. New contract that adds responsibility for gravel, gran fond and fun rides
- B. Both types provide the following rebates:
  1. BRAC receives \$10 rebate for each domestic road, track and Cyclocross \$70 adult, domestic and international
  2. BRAC receives \$5 extra for each license sold that exceed 2016 sales
  3. BRAC receives \$0.17/racer-rider day



C. Discussion

1. USAC encouraging LA's to embrace other cycling disciplines as USAC is doing nationally
2. Yvonne is already required to permit these types of events and has been doing so
3. New contract is estimated to provide an additional \$800 in revenue to BRAC
4. BRAC clubs must be protected, i.e. cannot give away calendar dates
5. How will outreach be measured, i.e. value to BRAC beyond financial
6. BRAC would need to maintain separate calendars on the website, to prevent direct competition with BRAC member clubs i.e. Competitive Calendar like we have now, and new Non-Competitive calendar

D. Shawn will discuss 3<sup>rd</sup> type of contract with USAC

1. Like the new contract, with the stipulation that a non-competitive event pays a BRAC Club membership fee and calendar date fee identical to current BRAC member clubs
2. Special circumstances may allow fees to be waived, i.e. well-attended expo space or database acquisition
3. If USAC rejects 3<sup>rd</sup> type of contract, BRAC will sign the standard contract.

**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. Input from BRAC Advisory Committee to propose race groups (meeting on March 22, location TBD)
  2. To be discussed at CX Race Directors meeting on March 24
  3. CX Race Groups meeting after March meetings to solicit input from general membership
  4. Discussion: Call groups up separately using USAC rankings, both groups start on 1 whistle blow

**CX Race Directors meeting**

- A. March 24, location TBD
- B. Guest speaker possibilities

**New Business**

- A. Update race grants deadlines

**Executive Session**

Meeting Adjourned at 8:50 PM (motion by Doug, 2<sup>nd</sup> by Melisa)



### Action List Summary

- A. Susan: finalize December financial statements
- B. Shawn
  - 1. RD list to Bemer for marketing
  - 2. Confirm COS will not be part of the track program in 2017
  - 3. Meet with Lance re:
    - a. Marketing distributor contact
    - b. Less costly banner supplier
  - 4. Content of "new rider" link on home page
  - 5. Inform clubs Road calendar pocket cards and posters are available for distribution
  - 6. Add hammer and zip ties to each "red bag" of banners and flags
  - 7. Set BRAC Advisory and Jr Committee meeting location
  - 8. Set CX Race Directors location
  - 9. Set April Board meeting date and place (6:30 PM)
  - 10. Set CX Race Groups Town Hall meeting date and place
- C. Lynn: Update online Race Kit inventory with new items

### Board Calendar

- A. Board of Directors' Meetings—generally every 3<sup>rd</sup> Thursday, 6:30 – 8:30
  - ~~1. February 10:—USAC headquarters~~
  - ~~2. March 23: home of Rip Mobus~~
  - 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. BRAC Advisory and Junior Committee meeting (March 22)~~
  - c. CX Race Directors Meeting (March 24)
  - d. CX Race Groups Town Hall Meeting
  - e. Road Race Directors Meeting
  - f. 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