



## BRAC Board of Directors Meeting Minutes, 3/17/2016

### Agenda

- |                                |       |
|--------------------------------|-------|
| 1. Call to order and roll call | Doug  |
| 2. CX Policy                   | Shawn |
| 3. Junior Group meeting        | Shawn |
| 4. Youth Coalition             | Shawn |
| 5. Sponsorship Summary         | Shawn |
| 6. Website                     | Shawn |
| 7. New Business                |       |
| 8. Adjourn                     |       |

### Meeting called to order at 6:28 PM

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

Doug Gordon (President)  
Rip Mobus (Vice President)  
Lynn Taylor (Secretary)  
Michael Chamberlin  
Marco Vasquez

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

Susan Adamkovics (Treasurer)  
Melisa Link  
Kim Nordquist  
Mike McGuinn  
Jennifer Sharp

#### **Staff present:**

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

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

- A. February 2016 minutes approved by unanimous email vote of a majority of the Board

### Cross Cup Policy

Draft policy has received significant input from riders

- A. Perception of MM40+5 as a new race group still exists
1. Addressed in email blasts prior to this meeting
  2. Will be addressed in upcoming email blasts
- B. SS 4-5 unhappy the group is slated for elimination after only 1 year
1. Low participation: high of 17, low of 10
- C. Non-master Women feel marginalized by lack of opportunities for a 2<sup>nd</sup> race
1. SW 4 has no other option for 2<sup>nd</sup> race, compared to several opportunities for men
  2. SS 4-5 gave them a chance for a 2<sup>nd</sup> race
- D. Discussion of adding Singlespeed Women race group
1. Would start with SS Men
  2. Would be an Open race group, like the men
  3. Separate prize list and Cup category
    - a. No impact to Race Directors as it replaces the SS 4-5 race group from 2015



- E. Singlespeed race time discussion
  - 1. Rider question as to why Single speed as an Open group only races 40 mins and SM 3 gets 50 mins
  - 2. Nationals time is 40 mins
  - 3. SM 3 preparing to upgrade to SM 1-2 need longer time since SM P-1-2 time is ~ 60 mins
- F. Juxtaposition of Junior races with parents who race
  - 1. 4 race analysis by showed MM 40+ and 40+ 4 have the most kids racing, based on last name
  - 2. MM40+ already positioned well with respect to Juniors, about an hour after last junior race
  - 3. MM40+4 can be moved to immediately before juniors
    - a. Bonus is that SM 4 and MM40+ 4 could race twice with a race between them
- G. Need for town hall meetings to gather rider input on Cross Policy
  - 1. CX race directors meeting is open to all BRAC members, but riders don't feel welcome
  - 2. BRAC to hold rider input meetings regarding CX Policy, beginning with this year

### **Junior Group Meeting**

- A. Working group meeting, present:
  - 1. Pete Weber, Adam Rachubinski, Jim Levy. Peter Schmidtman, Jon Heideman
- B. Budget
  - 1. ~\$12,000 for 2016
    - a. Board authorized up to \$10,000 for 2016, from Junior Development fund
    - b. Anticipating ~\$2,000 from junior surcharges
  - 2. Recommend supporting TriVelo junior road/CX camps with \$5,000
- C. Community aspect of camps is a crucial factor in support of camps
- D. Cycling 201
  - 1. TriVelo camps are good for beginning riders, essentially a Cycling 101
  - 2. Jon Heideman sees for Cycling 201, 301 camps
  - 3. Would be after TriVelo Road Camp

### **Youth Coalition**

- A. Request received from TriVelo president Deirdre Moynihan regarding volunteer opportunities for clubs
  - 1. Seeks to allow clubs to fulfill BRAC club requirement of race promotion or support of BRAC-sponsored events
  - 2. Clubs would get "credit" for supporting non-BRAC events, specifically junior events
- B. Discussion
  - 1. Club requirement restricted to events in support of BRAC, should not be allowed to substitute a non-BRAC event
  - 2. Clubs encouraged to volunteer in community as they are able
  - 3. BRAC provides a significant number of opportunities during the Road, CX, and Track seasons to promote races and support grassroots racing across CO and WY

### **Sponsorship**

- A. Colorado Barricade is a new sponsor



- B. Nearly all cash sponsorship has been received for 2016
- C. Basil Doc's number sponsorship has been well-received (added subpoints after meeting)
  - 1. Changed: 25% off for BRAC members → 25% of all BRAC member sales to BRAC
  - 2. That support proposed to be added to juniors
- D. In discussion with former sponsor Boulder Orthopedics
- E. Team Evergreen
  - 1. Promotes Triple Bypass; has need for aid station staffing
  - 2. BRAC will apply to staff an aid station
    - a. Would replace direct sponsorship
    - b. Is one way to address 2016 outreach goal

### Website

- A. Debuted March 4<sup>th</sup>
- B. Working out details of what still needs to be done
  - 1. What was part of contract that needs to be finished
    - a. Pages to post Board/BRAC meetings
    - b. Page to post CR/CJ race reports
  - 2. What new items were not part of contract
    - a. Posting track results—single event/omnium can be handled by current system
    - b. Multiple events on single day for the same race group are a challenge
      - could post a PDF from race director (easiest, cleanest)
      - could link to race director's website (discouraged, want riders to stay at BRAC website)
- C. Yvonne has a list of things for back-end management that need implementation/completion

### New Business

- A. Parker Omnium inquired about Beer Garden permit to meet city requirements
  - 1. Must be paired with charity
  - 2. USAC insurance company offers, for \$784/day
  - 3. Referred to:
    - a. Clint Bickmore--coordinated Beer Garden at 2014 CX Nationals
    - b. Chris Grealish—years of experience as former Boulder Cup race director
- B. Inquiry into new checking account for BRAC
  - 1. Shawn has spent months determining why multiple credit card companies could make withdrawals on BRAC account
    - a. All tied to credit card processing
    - b. All withdrawals were authorized
    - c. Duplications in services were found
  - 2. Also determined that credit card processing was poorly managed by multiple companies
  - 3. Streamlined processing necessitated closing primary checking account and establishing a new one

Meeting Adjourned at 8:19 PM (motion by Rip, 2<sup>nd</sup> by Michael C.)



## **Action List Summary**

- A. Date(s) for CX town hall meetings for rider input
- B. Prepare January, February, March financial statements for Board approval

## **Board Calendar**

1. Board of Directors' Meetings—generally every 3<sup>rd</sup> Thursday, 6:30 – 8:30
  - a. ~~December 17: Armadillo Restaurant, Northglenn~~
  - b. ~~January: not held~~
  - c. ~~February 18: GR Capital~~
  - d. ~~March: home of Rip Mobus~~
  - 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. CX Town Hall meeting
  - e. Road Race Directors Meeting (October?)
  - f. 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



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