



## BRAC Board of Directors Meeting Minutes, 4/21/2016

### Agenda

- |                                       |                  |
|---------------------------------------|------------------|
| 1. Call to order and roll call        | Rip              |
| 2. CX Policy                          | Shawn            |
| 3. Camps                              | Shawn and Jen    |
| a. Junior Track                       |                  |
| b. TriVelo                            |                  |
| c. Women's                            |                  |
| 4. Beginning Racer Program            | Jen              |
| 5. Sponsorship Summary                | Shawn and Melisa |
| 6. Mt. Evans                          | Kim              |
| 7. Website                            | Shawn            |
| 8. Officials Report (centerline rule) | Marco and Mike   |
| 9. New Business                       |                  |
| 10. Adjourn                           |                  |

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

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

Rip Mobus (Vice President)  
Susan Adamkovics (Treasurer)  
Lynn Taylor (Secretary)  
Melisa Link  
Mike McGuinn  
Kim Nordquist  
Jennifer Sharp  
Marco Vasquez

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

Doug Gordon (President)  
Michael Chamberlin

#### **Staff present:**

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

### Business conducted between this meeting and last meeting (March 17, 2016)

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

### Financials

- A. USAC rebates are received about 1 month after they are earned, thus not entered until received, but credited to the month they are earned.
- B. USAC membership tracking shows we're ahead of last year by ~2.5%
- C. January, February, March monthly financial statements approved unanimously (motion by Lynn; 2<sup>nd</sup> by Rip)

### Cross Cup Policy

- A. Summary of town hall meeting
1. SS 4-5 would like another year as a race group since last year was the first year
  2. SS 4-5 also gives SW 20-39 yrs. old an additional race opportunity. Without it, they only have SW 1-2, SW 3, or SW 4 depending on their age.



3. Some SS Men desire 50 min race based on SM 3 doing 50 and they are Cat 1-2
  4. Some SW 3/SW 4 desire to start earlier, some like riding after the SW P-1-2
  5. SM Open should be last race of the day
  6. Everyone has their preferred time to race and any schedule will not meet everyone's needs
- B. Discussion
1. Need to protect integrity of the Cup goals
  2. SS 4-5 can start behind MM 50+ 4
  3. Maintain addition of SS Women starting with SS Open and being scored separately
  4. RD's still have ability to change schedule to fit their needs and goals for their race

## **Camps**

- A. Junior Track
1. Held at Colorado Springs velodrome
  2. Package deal at the Olympic Training Center means BRAC will break even on this camp
  3. Phenomenal; special thanks to Pat McDonough and Jim Lawrence, and US Team athletes that visited camp
  4. 30 kids, both beginners and advanced; beginners were learning to ride keirins by the end of the 2<sup>nd</sup> day
  5. Need to hold another one this year, possibly at Boulder Valley Velodrome; looking for good package deal
- B. TriVelo
1. Road camp is May 6-8
  2. Proposal for BRAC support is due
  3. Discussion: BRAC support contingent upon quality controls, and proper insurance
- C. Women's Road
1. April 30
  2. Jen will write press release for email blasts
  3. 22 signed up as of this meeting; 18 signed up last year

## **Beginning Racer Program**

- A. Jen is talking with Jon Heideman about using CSP course
- B. Takes place during the fast men's race
- C. Worth 3 upgrade points

## **Sponsorship**

- A. Writing letters for granting agencies as well as outright sponsors
- B. Sports Management intern from Metro State will work with Melisa on new sponsorship leads
- C. Triple Bypass Loveland Pass aid station staffing still a possibility; meeting to discuss event needs and BRAC commitment
- D. Using two prong approach: local and national (food, airlines, hotels)



## Mt. Evans

- A. Looking for more sponsors
- B. Permit fees have increased significantly, i.e. double-triple from 2015
- C. Working with Echo Lake restaurant to alleviate issues from 2015. Parking to be addressed specifically with signage
- D. Communication—ham radio operators as a resource
- E. State Championship status
  - 1. Discussion between meetings on request from Guanella
  - 2. Board voted unanimously for Mt. Evans to retain State Championship designation for all race groups (motion by Melisa; 2<sup>nd</sup> by Marco)

## Website

- A. Points are now tracking correctly for individuals and teams following clarification on Cat 5's in TTT's
  - 1. Previous computer code excluded them from everything even though USAC allows them to race up in category\
- B. 2 teams from the same club are now allowed to earn Team Cup points
  - 1. Previous computer code excluded additional teams
- C. Working on background pages:
  - 1. Board page
    - a. need place to post minutes, both previous years and current year
    - b. need place to post financial statements, both previous years and current year
  - 2. Results page—link to previous year's race flyers
  - 3. Officials pages
    - a. CR/CJ reports for 2015 need to be loaded
    - b. Activate link for 2016 CR/CJ reports
  - 4. Yvonne's list of back-end management items that need implementation/completion

## Officials' Report (Centerline Issues)

- A. Discussion of behavior exhibited and expected of riders and officials
- B. Course selection plays a part in centerline issues
- C. Chief Referees and Motor Referees to meet to discuss enforcement

## New Business

- A. New Event support from BRAC
  - 1. Shawn to develop application process for events seeking support
- B. State TT
  - 1. Now on August 7<sup>th</sup>, in Keenesburg (except juniors)
- C. Junior Challenge
  - 1. August 7-8
  - 2. RR and TT will serve as Junior State RR and TT Championships



- D. BRAC advisory group
  - 1. Lynn to send Shawn previous discussion with Without Limits on composition suggestions
- E. There will be no Board meeting in May; next meeting is June 16

Meeting Adjourned at 9:02 PM (motion by Mike; 2<sup>nd</sup> by Jen)

### **Action List Summary**

- A. Jen: Women's camp press release
- B. Shawn: CX schedule refinements
- C. Shawn: direct email to SW 3/SW 4 asking schedule preference time
- D. Marco/Shawn: CR/MR meeting
- E. Shawn: New event support application and process
- F. Lynn: list of advisory group representative composition (constituent groups)

### **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: Southside Bar and Grill~~
  - f. May: not held
  - 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 (April 14)~~
  - 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 (juniors at Junior Challenge)
- g. August 8: Junior Road Race
- h. August 21: Master Criterium
- 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