



BRAC Board of Directors Meeting Minutes, 9/21/2016

Agenda

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|------------------------------------|-------|
| 1. Call to order and roll call | Doug |
| 2. Finances | Susan |
| 3. Financial Projections | Shawn |
| 4. Road and Track Party | Rip |
| 5. Women's CX Camp | Jen |
| 6. BRAC Advisory Committee meeting | Doug |
| 7. Race Grant update | Shawn |
| a. Without Limit | |
| i. 2 new road events (\$4000) | |
| ii. 1 new CX event (\$2000) | |
| b. Adventure CX (\$1800) | |
| c. Lucky Pie GP CX (1975) | |
| 8. Elections and CC meeting | Shawn |
| 9. New Business | |
| 10. Adjourn | |

Meeting called to order at 6:35 PM

Board Members present:

Doug Gordon (President)
Rip Mobus (Vice President)
Lynn Taylor (Secretary)
Michael Chamberlin
Melisa Link
Mike McGuinn
Jennifer Sharp
Marco Vasquez

Board Members absent:

Susan Adamkovics
Kim Nordquist

Staff present:

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

Business conducted between this meeting and last meeting (August 18, 2016)

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

Finances

- A. Tabled due to Susan's absence
B. Travel line items to be combined into a single account
C. August monthly financial statements approved unanimously (motion by Doug; 2nd by Rip)
D. Race kit: another set of red/green flags to be purchased to replace damaged ones



Financial Projections

- A. Assuming status quo based on last year, projection is to be \$7,000 in the black
 - 1. Rider-days are down, so status quo may not apply for CX rider-days
 - 2. Addition of new CX race may buffer decreased rider-days
 - 3. Savings realized this year
 - a. Camps stayed within budget
 - b. Insurance—we were over-insured in past years
 - c. Banking/credit card fees reduced or eliminated
- B. Discussion on value of including depreciation in budget
 - 1. Depreciated items are the timing system and website rebuilds
 - 2. Can look like there are significant losses in any given month when included
 - 3. Value is in transparency of financial status
- C. Building 2017 budget based on actual 2016 budget
 - 1. Draft budget for 2017 to be discussed at October Board meeting
 - 2. Final budget at December Board meeting

Road and Track Party

- A. Friday, September 30
- B. Trophies ready and engraving being completed
- C. Suggestion to email clubs with notice of members receiving awards to have full podiums for individual and team awards
- D. Sign-in for club council bylaw vote regarding voting strength prior to annual meeting (Yvonne)
 - 1. 40 votes needed for quorum
- E. Sign-in for awardees, to assist announcer (Jen)
- F. Red/green CX flags and parking signs from race kit to be used to identify parking area
- G. Limited seating
- H. Several design submissions for State Championship jerseys to be on display

Women's CX Camp

- A. Oct 29th, in conjunction with Blue Sky CX race

BRAC Advisory Committee Meeting

- A. Input from committee
 - 1. Communicate more of what value BRAC offers for individual and team memberships
 - 2. Since race-days are down, determine if the decrease is hitting certain categories harder than others
 - 3. Cat 4/5 coupons to encourage racing



4. Cross-promotion of events, i.e. plugging the next weekend's events
 5. Outreach to spinning classes at health clubs
 6. Clubs need to be more pro-active
 - a. New riders
 - b. New officials
 7. Stop talking about the past
 8. Mentor race directors
 9. Create vision statements for next 5 and 10 years
- B. Next meeting
1. Race groups

Race Grant Update

- A. \$5,000 budget; \$9775 in requests
- B. Awards
1. Without Limits--\$3,025 for Oz RR, Parker criterium, Reuter-Hess CX
 2. Adventure CX--\$0. Race was not a new event.
 3. Lucky Pie GP CX—\$1,975

Grant Proposals may be found [here](#).

- C. Vote on awards
1. Motion by Melisa, 2nd by Rip
 2. 7 Board members in favor
 3. Michael McGuinn opposed
 4. Motion passed by majority
- D. Criteria for next year
1. Will include demonstrated post-event need
 2. Separate Road and CX deadlines to be considered
 3. State Champs will have own budget
 4. Include a provision to save/help a quality event with unforeseen need

Elections and Club Council Meeting

- A. 5 Board terms end this year; candidates needed
- B. Annual club council meeting to be in late January to allow for accurate budget review and planning

Old Business

- A. Officials
1. Well-being



2. Retention
3. Recruitment/Training
4. Recognition
 - a. License reimbursement?

New Business

- A. Outreach—booth at VeloSwap this year
- B. Upcoming meetings
 1. Oct 20, Board meeting
 2. Oct 27, Road Race Directors meeting
 - a. Shawn has arranged guest speakers for the Road Race Director's meeting
 - i. Malcolm McCollam from Tulsa Tough, a 3-day criterium racing festival in Oklahoma
 - ii. TBD from USAC
 3. Dec 1—combined November/December meeting with a focus on the 2017 budget
 4. Late January—Annual club council meeting

Meeting Adjourned at 8:30 PM (motion by Doug, 2nd by Michael M)

Action List Summary

- A. Shawn: Draft budget for October Board meeting
- B. Shawn: Guest speaker(s) for RD meeting

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: home of Rip Mobus~~
 - e. ~~April: Southside Bar and Grill~~
 - f. ~~May: not held~~
 - g. ~~June: Anythink Library, Thornton~~
 - h. ~~July: home of Rip Mobus~~
 - i. ~~August 18: Barrel Bar, Denver~~
 - j. ~~September 21: GR Capital~~
 - k. October 20:
 - l. November: not held



- m. December 1:

- 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 27)
 - f. Club Council Meeting (January 2017, 2nd half of month)

- 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 6: Junior Time Trial~~
 - g. ~~August 7: Junior Road Race~~
 - h. ~~August 7: Senior/Master Time Trial~~
 - i. ~~August 20: Junior Track~~
 - j. ~~August 21: Master Criterium~~
 - k. ~~August 27-28: Senior/Master Endurance Track~~
 - l. ~~September 3-4: Senior/Master Sprint Track~~
 - m. 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