



BRAC Advisory Committee Meeting Minutes, 8/23/2016

Agenda

1. Introductions
2. Purpose of BRAC Advisory Committee
3. Mission Statement of BRAC for all of its members
4. Growing Racing in Colorado
5. Additional topics/Open forum

Meeting called to order at 6:30 PM

Committee Members present:

Jon Heidemann
Jon Tarkington
Samantha Anderson
Ben Sharp
Tom Foss
David Belin
Michelle Mjoen
Jamson Hendler
John Zanner
Ben Delaney

Staff and BOD present:

Shawn Farrell (Executive Director)
Doug Gordon (BRAC President)

Purpose of the BRAC Advisory Committee

- Current BRAC political structure relies on an annual meeting of the clubs.
- This has served BRAC for decades, but may not be the best way to solicit information and ideas from the membership
- The BRAC Advisory Committee is structured based on representation of key stakeholders, where the members are elected from and by those stakeholder groups.
- The overall goal is to make sure BRAC is responding to the needs and desires of all of its stakeholders, and not necessarily to a few loud voices or a few teams with many votes at the Club Council meeting.
- BRAC will look to this group for ideas and guidance and for a continually open channel of two-way communication with our members.

BRAC Mission Statement

The attendees took a half an hour to discuss the mission of BRAC, what it is, and what it should be going forward. The following points were expressed:

- Many riders do not know what the difference is between BRAC and USA Cycling. BRAC should make it clear to everyone what their role is compared to the role of USA Cycling in local racing



- Many new riders do not know, nor care, about the history of BRAC → ACA → BRAC again. BRAC should focus communications on where we are now, who we are now, and where we want to go in the future. Whether ACA should have gone back to USAC is a moot point. Riders should get over it if they disagreed. BRAC staff should focus on what BRAC needs to do for its members acknowledging the current reality of where we sit with USAC.
- The following were seen as very basic functions of BRAC
 - Use of website as central clearing house for information and calendar
 - Oversight of the racing calendar
 - Oversight of policies for races and maintenance of quality control standards for BRAC events
 - Communications with the members
 - Liaison with USA Cycling
- BRAC should work on a more thorough, yet concise, mission statement so new members can easily see what BRAC does.

Growing Racing in Colorado

- The bulk of the meeting was devoted to discussing the status of Colorado racing and how to increase it
- Racer days are down across the country. BRAC's racer days are down 7% overall during the road season.
- Why are racer days down?
 - Too many other things to do
 - Racing is intimidating. Tours and even Gran Fondos are less intimidating
 - Racers prefer not to travel as often
- Recent changes with USAC rules, such as allowing prizes in Gran Fondos, may exacerbate this problem.
- Do we know what categories are down specifically? That is, all racer days are down by 7%, but what race groups are suffering more than others? This is something we can mine the database for.
- How do we protect the more sensitive race groups, like juniors and women, who already have small numbers?
- BRAC currently has coupons for free entry to help entice new racers. BRAC should provide these to member clubs to also use for outreach.
- It was felt that clubs and teams are important to attracting racers and also providing a social scene. How can BRAC help clubs and teams accomplish this?
- Helping member clubs put on great races would be good for outreach to riders and communities
 - How can we leverage the knowledge base of our better race directors to help others?
 - Use the Race Director's meetings to help engage and teach race directors
 - Bring in someone like the organizer of Tulsa Tough to give a seminar in how they went from nothing to one of the biggest races in the country.
 - Have races that do great community engagement discuss this at the RD meeting.

Meeting adjourned at 8:45