

ACA Meeting February 15, 2010

ACA Staff present: Jon Tarkington, Yvonne van Gent

Board members present: Clint Bickmore, Harry Hilgers, Bill Barr, Leigh Singleton, Carol Kauder, Henrik Pedersen, Lynn Taylor, Kayla Thomason

- Minutes from January 18th reviewed and approved
- Review of Financials
 - No questions.
- Strategic Planning session led by Carol Kauder
 - Not subject to minutes. Separate documentation forthcoming.
- USAC Reciprocity Agreement 2010
 - Unchanged from 2009 agreement except for USAC driven change to discontinue dual sanctioning of events. However, USAC specifically states that the arrangement in place between USAC and ACA for the Boulder Cup CX race in 2009 can continue.
 - Some discussion about the agreement containing verbiage of a non-binding nature
 - Board voted to accept the 2010 agreement (majority vote).
- BAR/BAT Appeals and Policy Clarification
 - Staff has received an appeal from the Koppenburg promoter regarding being denied BAR/BAT status. Board denied the appeal and asked Staff to inform the promoter that the approach of running race regardless of dirt section conditions is unacceptable from a BAR/BAT perspective.
 - Board asked Staff to emphasize (and eventually monitor) with the Rabbit Mountain TT/TTT promoter, that start schedules must be planned within the event permit window, so as to allow all interested racers to attend. Board agreed that field size limits will not be accepted with the current BAR/BAT designation.
 - Staff has received a late application (by phone) from Halo TT promoter for BAR/BAT designation. Board denied BAR/BAT status based on 2009 race safety issues, and application significantly missing BAR/BAT planning deadline
 - Staff informed the Board that while the "double points for state championships" policy, that the Board had supported informally during policy proposal pre-reviews, and which is already written into the 2010 BAR/BAT policy, there was no evidence of a formal vote. Board now voted formally to adopt the policy.
- COBRA proposal on Master BAR/BAT Categories
 - Proposal from COBRA to break out 55+ in 5 year age increments for results only for BAR/BAT hill climbs and time trials. No concerns from Staff or Board with breaking out these results. This would be informal "Grandmasters Cup" only and not additional formal BAT/BAT categories.
- Advertising and PR for Racing Season
 - Staff orientation: Staff met with PR consultant to discuss to get started on using ACA event communications (i.e. national/state magazine features, press releases, radio interviews, etc.) to drive traffic to the ACA website and our site advertisers. Board directed Staff to continue exploring retaining consulting services, and allowed associated spending not to exceed \$5K prior to next decision checkpoint.
- Program update

- KHMTT: Planning progressing well with race flyer close to being complete. Registration expected to open 3/2/2010. Several updates to the format (start/finish/parking areas) in response to Park Services' requirements for continued use. A park pass or paid entrance fee will be necessary for race participants. As ACA used to reimburse the Park based on attendance numbers, the registration fee will be reduced now that racers will have to pay the entrance fee directly.
- Juniors: Junior state race planning is progressing well including the local (Silt) approval processes.
- Rudy Project: Product and event props sponsorship proposal considered by Staff. Sponsor interest is two annual mail campaigns. These would have to be thru ACA, so as not to turn over membership email addresses to sponsor, and members would have the already existing opt-out option.
- Timing/Camera system: Chip timing company still plans to be in CO in early March to demonstrate and test their product. Relevant races are being identified. This would be a passive chip system with inexpensive chips. Other timing companies previously contacted have returned to Staff with improved pricing.
- CX promoters meeting: Good attendance with 25 promoters present for calendar review. Feedback that BCR/BCT status is less important than for road races, with no significant difference in race numbers based on BCR/BCT status or not.
- Awards Party: Went well. Two separate events increased total costs over last year. Staff will continue to review the format for next year.
- Old/New business
 - Staff looking into stamped barcodes on licenses and barcode readers for race day registration purposes. This would need to work on a standard laptop platform.

Approval of minutes:

Bill Barr

Scott Christopher

Henrik Pedersen

Lynn Taylor

Harry Hilgers

Clint Bickmore

Carol Kauder

Leigh Singleton

David Newcomer

Kayla Thomason