

BRAC/ACA Board of Directors Meeting
2/27/2012
Expeditionary Learning School in Denver

Board Members Present: Rachel Scott, Susan Adamkovics, Chris Case, David Newcomer (Treasurer), Lynn Taylor, Chad Burns, Clint Bickmore (President), Tim Lynch (Vice President), Peter Ismert
Staff Present: Yvonne van Gent (Membership Manager), Chris McGee (Executive Director)

Minutes by Peter Ismert

Call to order: 6:33 pm

1. Approval of minutes from last board meeting: approved.

2. Review of Balance Sheet:

- 1353 ACA memberships have been sold to date. This is on schedule to meet the budgeted goal of 1700.
- Many new memberships came through USAC which indicates new riders to the region or Colorado riders who are first time members of the ACA.
- 65 clubs memberships have been sold. This is the same number as last year at this time.
- Line 6180 in the P&L statement was checked for accuracy, insurance.
- Organization insurance stays with Taggart
- Race insurance comes from USAC.
- Website host item on balance sheet reviewed for accuracy. There were some increased costs here to improve website hosting and prevent crashes.
- Radio rental line on balance sheet was an outstanding charge from last race season.

3. General financial strength:

- Cautiously optimistic.
- Members and clubs registering at anticipated rates.
- Good news on grants:
 - Team Evergreen \$2500
 - Golden Civic Fund \$1500
- Ok on cash flow and purchases.

4. Timing System

- Laurent coming next month to help with initial use of timing system. Paul De Corneu will come to help (French speaker and software guy). Paul potentially the key person for Orion in the States.
- System to be used first at CU Stazio crit, three timing spots: at start/finish, top of hill, and at 200m to go.
- Three monitors are needed.
- About 10% of chips not working. Riders will have to get chips tested at races for possible reprogramming.
- At CU Crit, co-promoting it and encouraging vendors to come, free expo space with donations accepted.

5. Officials Meeting summary:

- USAC raised officials fees across the country to almost ACA standards. This will not affect our promoters as they were already paying these fees. Good to have officials paid more across the country.
- Seven new officials at the meeting, about 40 total in attendance.
- Afternoon session was a training course.
- USAC online release available, but probably won't be used by our promoters. It doesn't work too well and there are complications. There are fees as well. Third party electronic signatures not accepted at this time.

6. Women's Summit Summary

- There is a problem with initial access to the sport and with retention. New ways to recruit and keep women riders are needed.
- There were discussions about categories. SW 3's and SW P,1,2's, separate or combined, or both? Discussion deferred to a focus group discussion.
- A tool kit is needed to help new riders learn about competitive cycling and how to get involved.
- There are some existing forums, such as Girl Bike Love website <http://girlbikelove.com/> for information transfer.
- Bike shops might be a place to engage potential women racers.
- The number of Cat. 4's is growing.
- Clubs are in the best positions to attract and retain riders. ACA can help support this.
- Three mentoring events scheduled for women. Louisville, Fed Center and WOT. These need to be announced in advance to prevent race complications. Also done at CSP table mesa midweek series.
- Clinics are a possibility, and clubs could sponsor those.
- Create better women's page on website. Chris has started this.
- Possibly have a women's race series, or women's only event. Exploring possibilities of having a Cat 3,4 race at the Aspen P,1,2 event. Chad is working with Aspen.

7. Juniors Summit summary and other activities

- 17 people attended summit
- Discussed new rules for 10-12 year olds - mostly equipment restrictions.
- Still some details to workout - information from USAC is not complete.
- Roll-out rail made. Will use for top 3 places plus 1, and possibly top 10 places at other races. Roll-out will also be done for juniors in senior category races. Thank you Rocky Mounts for the rail!
- 6-9 year-olds will eligible for a youth license, though this may not serve as the best model. The recommendation from the summit is to have Pre-J and kids events. Race completions will be tracked, maybe with helmet stickers. At the awards parties, the participants will be rewarded for their effort through race completions. A three tier-reward will be given.
- Looking at insurance issues for 6-9 age group. USAC will likely be \$800 for season (?). Trying to find the best deal for adequate coverage.
- Junior road camp conflict with date, same date as High School League fundraiser. Might move date later in season, June 9-10. Next year will look into getting Olympic Training center. This year, Sunshine might be an opportunity.

8. Promoters Meeting summary and discussion

- Cross race calendar was completed. Some promoters didn't get the dates they wanted. Agreements were made in the end with some compromises.
- Venue space always an issue.
- The permit process was discussed.
- Volunteers will all have to sign waivers.
- For Cross races, a back up site if a venue falls through is the Lookout school property in Golden. Can use it on short notice. Lookout school very supportive of using property for cross races. They want us on it.
- Talked about race-day schedules. There will be two schedules, times shift a bit between the two, but not much. There will be a long schedule and short schedule for daylight savings time and after.
- Two-day state championships, Cross of the North was awarded the event. Should put this on website.

9. Fundraising Committee

- A potential donors spreadsheet and sponsorship matrix have been developed. The donors spreadsheet can be used as a tool to identify and prioritize potential sponsors, track donations, and target funds to certain ACA programs and operations. The sponsor matrix identifies sponsor logo placement and other promotional opportunities (such as website ads/logos placement) at certain dollar levels being donated. This will be part of the overall sponsorship package.
- Sponsorship package: this is being developed now. It will contain information about ACA, the mission, its members, the programs, and sponsorship opportunities. This will be the primary tool used for seeking donations. It was suggested to add a partner page, with quotes.
- The ACA website will be useful for raising funds from other parties who want to promote an event or product. Basically sell space on the website, size and time considerations. Costs will have to be researched.

10. USA Pro Cycling Challenge

- ACA is still looking to partner with them for an ancillary event or activity. Meeting with USA PC's Brian Frane.) this week to hopefully talk about partnership opportunities. CCP is interested in Junior events, ideas include Mini Classic, juniors on a course of a USPCC stage, or at Denver TT (pre-race the course).

11. Kick-it Festival summary

- Will do a cross TT (one lap) to establish initial call-ups for race season. 12 minute minimum lap time anticipated.
- Will be at the Prairie Center in Brighton. \$15 entry at this point. September 15th. Next day will be Valmont race.
- The event has club sponsors, but seeking title sponsor.
- Still working on how long the initial call-up order will be in effect for: just till the next race or the first month of races. Pre-reg only.
- Prize drawing a big component of the day.

12. Other

- Chris and Clint going to Golden Bike Business dinner tomorrow night.
- March 18, Yvonne has a moto officials meeting.
- Next BOD meetings: March 12th (REI Westminster) and April 16th (Golden office).

Adjourned at 8:37 pm