



BRAC Board of Directors

Meeting Minutes, 02/19/2015

Meeting called to order at 6:35 PM

Board Members present:

Doug Gordon (President)
Lynn Taylor (Secretary)
Jeff Hammond (Director at Large)
Rip Mobus (Director at Large)
Jen Triplett (Director at Large)
Marco Vasquez (Director at Large)

Board Members absent:

Mike Beck (Vice-President)
Dominic Palazzo (Treasurer)
Kim Nordquist (Director at Large)
Garrett White (Director at Large)

Staff present:

Shawn Farrell (Operations Manager)
Yvonne vanGent (Membership Manager)

Business conducted between 01/15/2015 and this meeting

1. Board met in Executive Session for Operations Manager report on restructuring and sustainability recommendations
2. Board met in Executive Session to discuss Operations Manager presentation
3. 75% of Board and Staff have completed concussion awareness training

January 2014 Minutes (Lynn)

1. January approved unanimously (motion by Rip; 2nd by Marco)
2. Electronic approval of future minutes passed unanimously (motion by Doug; 2nd by Jen)

Financial Documents through January (Dominic absent)

1. Board reviewed statements prior to meeting
2. Report to be presented at March meeting
3. (Shawn) BRAC set to receive final 2014 USAC rebate, which will offset some of the loss reported in the December documents

Sustainability/Restructuring Questions for Shawn

1. None

Discussion of Plans for Forward Movement

1. BRAC as a value-added LA
2. CO as a cycling destination
3. Non-profit sustainability (financial and personnel)
4. Executive Director
 - a. Full-time, with longevity, ability to support salary with fundraising
 - b. Position will be open for application
 - c. Jen, Dominic, and Mike have completed new position description
 - d. Jen, Dominic, and Mike have completed compensation package (salary + benefits)
 - e. Shawn currently compiling ED manual, and will contact Jon Tarkington for previous version
5. Operations Manager
 - a. Day-to-day operation of BRAC and interface with USAC
 - b. Yvonne to document procedures for carrying out Membership Manager tasks
6. Website



- a. Overhaul is necessary
- b. Shawn to contact Chris McGee regarding availability of analytics for sponsorship needs
7. Unanimous approval: offer made to Shawn to extend current contract to the end of September 2015 (motion by Doug, 2nd by Jeff)

BRAC Documents

1. 2015 Road Cup Policy
 - a. Fed Center and Koppenberg currently listed as Road Races in Road Cup schedule
 - b. Neither meets distance requirements to be called a road race, yet both have a circuit distance too long to classify as a criterium
 - c. Both will remain classified as Road Races for the purposes of awarding Road Cup points
 - d. Both will receive USAC upgrade points as listed in rulebook for criteriums
 - e. Road Cup structure to be revamped for 2016
2. 2015 Cyclocross Cup Policy
 - a. Ages changed to match Road Cup Policy
 - b. References to Board of Directors changed to BRAC
 - c. Lynn, Marco, Yvonne to examine schedules for possible additional race group combinations to address Singlespeed ability gap
 - d. Cyclocross race directors meeting to be held Tuesday, March 24, 6:30-8:30, location TBD

Committee Reports (chair)

1. Technical Commission (*Marco Vasquez, vasquezmr@yahoo.com*)
 - a. Officials' annual meeting on Saturday, February 21, Rocky Mountain PBS, 2:30-6:00.
 - b. Doug to present BRAC goals, Marco to outline BRAC benefits to officials for BRAC official-members, Randy Shafer to speak about experience as a Tour de France commissaire; concussion training; breakout sessions for referees, judges, and motors; dinner at conclusion
2. Juniors (*Doug Gordon, president@coloradocycling.org*)
 - a. In 2016, juniors will pay a nominal fee to race
 - b. Suggestion to apply junior surcharges to junior camps
 - c. Suggestion to cap the amount juniors would pay to ride a category race (i.e. their respective Senior 1-2-3-4-5 category)
 - d. Exploring idea of a high school letter program in cycling
 - e. Camps allowed to exceed budget if excess is covered by increased camp revenue
3. Women (*Jen Sharp, jensharp13@gmail.com*)
 - a. Mission: Growth, Retention, Awareness
 - b. Breakdown intimidation factors
 - c. Explore advanced clinics, i.e. SW 3
 - d. Mentoring program to continue: 5 criteriums
 - e. Women's Road Camp, May 3rd: venue TBD, details falling into place
4. Men (*Mike Beck, vicepresident@coloradocycling.org*)
 - a. Doug presented report
 - b. Men's Road Camp to be held at same venue as women, but will be separate
 - c. Mentoring program up and running this year: same 5 criteriums as women's mentoring
 - d. Beginning work on Road Cup revamp to promote more rider-days
5. Fundraising/Communications (*Garrett White, gwhite12@gmail.com*)
 - a. Jeff presented report
 - b. Fundraising
 - Advertising rates to be established within a week by Shawn, Garrett, and Jeff



- Sponsorship needs to offer genuine value to members
- Look into creating specific sponsorship opportunities, i.e. results
- c. Communications
 - Website format being examined
 - Website survey to be accessible from BRAC website once road season is in full swing (Jeff to provide Survey Monkey subscription options to Doug)
 - Website analytics desirable for guiding content and format
 - Facebook/Twitter/social media consistency
 - Upgraded riders to be recognized
 - Feature sponsors on a rotating basis
- 6. Technology (TBD)
 - a. Control of BRAC email addresses
 - b. BRAC Race Day reg. program—identify contact person and trainer
- 7. Track (*Jen Sharp*, jenssharp13@gmail.com)
 - a. Colorado Springs needs racers
 - Weekday travel is an issue
 - Subsidize?
 - b. Boulder Valley Velodrome needs officials
 - Opportunity presented by Pat McDonough (2014 BRAC Coordinator) to use his salary to train officials (reciprocal training at both facilities)
 - Tom Vinson (CoS director) and Pat McDonough (BVV director) are coordinating racing schedules
 - c. Suggestion to have a BRAC “Night at the Track”
- 8. Race Kit Management (TBD)

BRAC Internships

1. Jeff has contact with program at Metro State-- Sports Industry Operations
 - a. Field Experience option: 3 credit hours / 90 contact hours
 - b. Full Internship option: 9 credit hours / 450 contact hours
2. Shawn/Yvonne to draft a position descriptions for each
3. Position needs to benefit BRAC and provide a bona fide educational experience

Race Radio Rentals

1. 21 out of 24 radios were returned to Sunny Communications
2. Race kit storage location to be searched for remaining 3 radios
3. Shawn surveyed race directors: all expressed importance of availability and desire to retain rental program
4. Discussion about BRAC paying a flat fee for the radio rental program and providing radios as a service to race directors, with enhanced inventory practices

Electronic Lap Counter

1. Research in progress

Resolution of 2014 Number Order

1. Company maintains they delivered the product that was ordered, BRAC maintains they did not
2. Company offered to refund profit on sale, \$404.
3. Unanimous approval to accept company’s offer of \$404 refund (motion by Doug; 2nd by Jen)



New Business

1. Beyond Race Clean (Shawn)
 - a. BRAC owed two races
 - b. In 2015 there will be 6 tests conducted on 2 days
 - c. BRAC will not be advised of test dates in advance
 - d. Shawn will explore idea of a sponsor for additional tests beyond those administered as part of the Race Clean program
2. 2015 LA contract
 - a. Board received copy of contract with highlights from Shawn
 - b. Shawn and Doug will work on documentation for getting contract signed

Meeting Rooms

1. North: Recess Factory
2. Central: Denver
3. South: Highlands Ranch

Action List Summary (suggested by member/official Tom Foss)

1. Previous ED manual: Shawn, via Jon Tarkington
2. Membership Manager task directions: Yvonne
3. Website analytics: Shawn, via Chris McGee
4. CX Schedules examination: Marco, Yvonne, Lynn
5. Advertising rate structure: Shawn, Garrett, Jeff
6. Survey Monkey subscription options: Jeff
7. Intern position descriptions: Shawn, Yvonne
8. Formally approve General Policy (waiting on resolution of age issue from Track Committee, see February minutes)

Board Calendar

1. Board of Directors' Meetings—generally every 3rd Thursday, 6:30 – 8:30
 - a. ~~December 11: Denver, Nationwide office (completed)~~
 - b. ~~January 15: Highlands Ranch (completed)~~
 - c. ~~February 12: TBD, closed session (completed)~~
 - d. ~~February 19: Recess Factory (completed)~~
 - e. February 27 – March 1: Operations Manager out-of-state
 - f. March 8 – March 16: Operations Manager out-of-country
 - g. March 19: Highlands Ranch
 - h. April 16:
 - i. May 21:
 - j. June 18:
 - k. July 16:
 - l. August 20: (Pro Challenge this week)
 - m. September 17:
 - n. October 15:
 - o. November xx: (after Club Council meeting with new Board members)



2. Other Meetings/Gatherings
 - a. ~~January 31: Cyclocross awards party (completed)~~
 - b. ~~February 21: Officials' annual meeting (completed)~~
 - c. March 24: Cyclocross race directors' meeting, TBD
 - d. April 24-26: Junior Road Camp
 - e. May 3: Womens' Road Camp
 - f. May 3: Mens' Road Camp

3. State Championships
 - a. May 31: Road → Senior
 - b. June 14: Hillclimb → Master
 - c. June 20: Time Trial → Senior/Master/Junior
 - d. July 1: Track → Senior Scratch Race
 - e. July 4: Track → Senior/Master/Junior 17-18 500m TT/1K TT/Ind. Pursuit
 - f. July 5: Track → Senior/Master/Junior 17-18 Sprint/Scratch Race/Team Pursuit/Team Spring
 - g. July 8: Track → Senior Keirin
 - h. July 12: Criterium → Senior
 - i. July 15: Track → Senior Points Race
 - j. July 19: Road → Master
 - k. July 22: Track → Senior Madison
 - l. July 25: Hillclimb → Senior/Junior 17-18
 - m. July 29: Track → Senior Elimination
 - n. August 1: Hillclimb → Junior 9-16
 - o. August 2: Criterium → Junior
 - p. August 9: Criterium → Master
 - q. August 29: Track → Junior U17 Omnium
 - r. ??: Road → Junior

Meeting adjourned at 8:55 PM—Approved unanimously (motion by Doug; 2nd by Marco)

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