



## BRAC Board of Directors Meeting Minutes, 03/15/2018

### Agenda

- |                                |          |
|--------------------------------|----------|
| 1. Call to order and roll call | Doug     |
| 2. February Finances           | Karen    |
| 3. CX Race Directors Meeting   | Shawn    |
| 4. Growing Women's Cycling     | Everyone |
| 5. New Business                |          |
| 6. Adjourn                     |          |

### Meeting called to order at 6:30 PM

#### ***Board Members present:***

Doug Gordon (President)  
Michael McGuinn (Vice President)  
Lynn Taylor (Secretary)  
Karen Tourian  
Melissa Barker  
Audrey Beebe  
Jessica McWhirt  
Lance Panigutti  
Troy Reynolds

#### ***Board Members absent:***

Jon Heidemann

#### ***Staff present:***

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

### Business Conducted between February 15, 2018 and this meeting

- A. February minutes were approved by a majority of the members in attendance
- B. LA Agreement was approved (motion by Michael, 2<sup>nd</sup> by Melissa)
  1. 6 voted in favor
  2. 3 voted against
  3. 1 abstained
- C. Road Cup Policy was approved (motion by Lynn, 2<sup>nd</sup> by Doug) by a majority of the Board

### Finances

- A. More memberships received through the BRAC website; waiting for membership tally through USAC website
- B. Awards parties--\$1,000 not accounted for
  1. unbudgeted mandatory gratuities (church Ranch staff and caterer)
  2. of \$500 damage deposit, only \$74 was returned; some not returned for payment of bartender



3. Shawn working on securing remainder of damage deposit
- C. Line items
1. 5010—refund of police costs from State TT
  2. 6183—refund of prepaid workman's comp insurance due to fewer staff
  3. 6562—taxes will be more than budgeted due to accountant error
- D. Unanimous approval of motion to approve January finances (motion by Audrey; 2<sup>nd</sup> by Karen)

### **CX Race Directors Meeting—March 24, 2:30 – 4:30, Anythink Library in Thornton**

- A. Race Kit Update—signs
- B. Best Practices
1. start grid location (Shawn, Doug, Lance to discuss prior to RD meeting)
  2. women's groups
  3. registration
- C. 2018 Calendar
1. Grand Junction Weekend—suggest Thanksgiving weekend as more people able to travel
  2. State Championships moved to first weekend in December
  3. Regional Championships moved to Saturday of 2<sup>nd</sup> weekend in December
  4. Discuss any remaining conflicts and open dates

### **Growing Women's Cycling**

- A. SW 3: separate start? Economics generally prevent it
- B. MW: restructure? i.e. MW 1-2 rider with Women 1-2-3 and have MW 3-4 only?
- C. Why are riders not continuing to race?
1. Less committed racers?, i.e. don't like start time so recruit others for a group ride
  2. Goal attainment—easier to stop when goal no longer feels attainable
- E. Women's clubs—social aspects are part of the appeal; teams need to encourage women to race
- F. At races—include social time, create community?
1. BRAC hospitality tent i.e. at crit/CX start/finish line have trainers set up and offer samples (hydration, gels, bars)
  2. After race—how to keep riders around
  3. Group Women's races together? i.e. Women 1-2-3, men's group, Women 3, men's group, Women 4-5
- G. Women's only crit?
1. No race on second day of weekend
  2. Events for all bikes: track, road, MTB, CX, fat tire,
  3. Partners? i.e. Yeti Bike Bash
  4. Who to approach to direct?



## New Business

- A. Salida Weekend will not be held—was scheduled for Master’s State RR Champs
  - 1. COS Racing would like to have Masters back; can do 2 of 3 State RR Champs; currently slated for Seniors and Juniors
  - 2. If COS does Masters and Juniors, then need a Senior State RR Champs (Steamboat?)
  - 3. Leave Seniors and Juniors with COS, have Masters at Boulder Omnium in early July (Peak to Peak RR)?
- B. Rocky Mountain Senior Games
  - 1. Shawn to check on BRAC involvement/support

Adjourn--Meeting adjourned at 8:30 PM (motion by Troy, 2<sup>nd</sup> by Audrey)

## Action List Summary

- A. Shawn and Audrey to look into Google Docs for CX Best Practices document
- B. Shawn/Yvonne to work on Master State RR Champs location

## Board Calendar

- A. Board of Directors’ Meetings—generally every 3<sup>rd</sup> Thursday, 6:30 – 8:30
  - 1. ~~February 10: Dawson School~~
  - 2. ~~March 15: Pactime~~
  - 3. April: no meeting
  - 4. May
  - 5. June
  - 6. July
  - 7. August
  - 8. September
  - 9. October
  - 10. November
  - 11. December
  - 12. January
- B. Other Meetings/Gatherings
  - a. ~~Officials’ Meeting (February 24)~~
  - b. ~~CX Race Directors Meeting (March 24)~~
  - c. ~~Storage Unit clean out (April 1)~~
  - d. Road Cup / Track Cup Awards Party (September TBD)
  - e. Road Race Directors Meeting (October TBD)
  - f. Club Council Meeting (January - February 2019; TBD)
  - g. CX Cup Awards Party (January - February 2019; TBD)
  - h. Officials’ Annual Meeting (February 2019; TBD)



### C. State Championships

- a. June 3: Senior Hillclimb (Guanella)
- b. June 10: Senior Criterium (Ridge @ 38)
- c. June 24: Junior/Senior/Master Time Trial (John Stenner Memorial)
- d. July 1: Master Road (Boulder Omnium—Peak to Peak)
- e. July 21: Junior/Master Hillclimb (Mt. Evans)
- f. August 5: Junior Criterium (Bannock)
- g. August 12: Junior/Senior Road (Porsche Thunderbird)
- h. August 25: Master Criterium (Lucky Pie)
- i. Dec (TBD): Junior/Senior/Master Cyclocross
- j. TRACK (TBD)

### *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