



BRAC Board of Directors

Meeting Minutes, 03/19/2015

Meeting called to order at 6:30 PM

Board Members present:

Doug Gordon (President)
Mike Beck (Vice-President)
Lynn Taylor (Secretary)
Dominic Palazzo (Treasurer)
Jeff Hammond (Director at Large)
Rip Mobus (Director at Large)
Kim Nordquist (Director at Large)
Jen Sharp (Director at Large)

Board Members absent:

Marco Vasquez (Director at Large)
Garrett White (Director at Large)

Staff present:

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

Business conducted between 02/20/2015 and this meeting

1. February minutes: 8 members approved; 2 did not vote
2. Board revised offer to Shawn; motion (by Doug, 2nd by Rip) to:
 - a. change title from Operations Manager to Interim Executive Director in order to allow him to conduct business on BRAC's behalf
 - b. change position from part-time to full-time
 - c. increase ED salary \$1700/month until a new ED is hired to reflect change in time commitment
 - d. Motion passed with 8 members voting in favor; 2 members did not vote

Financial Documents--January + February (Dominic)

1. January revenue is not on pace with January of last year
 - a. likely partially due to last year's CX nationals
 - b. partially due to late receipt of USAC license rebate
2. February revenue mixed
 - a. dues received to date are ahead of budget projections
 - b. sponsorship is behind budget; however, \$2000 received from Nationwide renewal
3. Motion to approve January and February financial document approved unanimously (motion by Doug; 2nd by Rip)

CX Calendar

1. A few date conflicts remain; involved RD's encouraged to resolve prior to next week's CX Race Director's meeting on March 24th
2. Unresolved conflicts will be sent to the Board
3. Discussion of use of the word "championships" by events not promoted by USAC or BRAC

BRAC Documents

1. 2015 General Policy
 - a. Track committee confirmed Master's age race groups
 - b. Motion to approve General Policy passed unanimously (motion by Doug; 2nd by Jen)



2. 2015 Cyclo-cross Cup Policy
 - a. Ages changed to match Road Cup Policy
 - b. Policy to be discussed at Cyclo-cross Race Directors meeting to be held Tuesday, March 24, 6:30-8:30, Rocky Mountain PBS
 - c. Schedule to be discussed—unchanged from last year pending input from meeting
 - d. Singlespeed race group pairing may be discussed

Committee Reports (chair)

1. Technical Commission (*Marco Vasquez [via email], vasquezmr@yahoo.com*)
 - a. Annual Officials' meeting
 - held February 21
 - very successful: ~ 25 in attendance; 22 had completed online concussion training; certificates are in the Google Drive
 - Doug and Marco's respective presentations on BRAC goals and BRAC benefits available to members was well-received
 - dinner was extraordinary
 - b. Combined Chief Referee / Chief Judge report for road events is finished and posted online
 - c. Next project is combined report for cyclo-cross
2. Juniors/Collegiates (*Doug Gordon, president@coloradocycling.org*)
 - a. Repeat from February: 2016, juniors will pay a nominal fee to race
 - b. Repeat from February: Suggestion to cap the amount juniors would pay to ride a category race (i.e. their respective Senior 1-2-3-4-5 category)
 - c. Suggestion to seek donations to junior bike program from police departments
 - d. Discussion about BRAC maintaining inventory of bikes
3. Women (*Jen Sharp, jensharp13@gmail.com*)
 - a. Women's Road Camp: May 3
 - b. Idea to donate used jerseys to High School League
 - c. Skills clinics popular: Naked Women's team had ~20 last week for general skills, ~25 signed up for upcoming cornering clinic
 - d. Mentoring program: 5 criteriums, first one is Louisville
 - e. Beginning Racer Program has two dates set for clinics, need 3 more
4. Men (*Mike Beck, vicepresident@coloradocycling.org*)
 - a. Doug presented report
 - b. Men's Road Camp March 28th
 - Already have twice as many registered as last year.
 - Nearly at capacity, looking for more volunteers
 - 2nd camp possible later in the year
 - c. Focus on "getting friends to race"
 - d. Beginning work on Road Cup revamp to promote more rider-days, including groupings and format
5. Fundraising/Communications (*Garrett White, gwhite12@gmail.com*)
 - a. Shawn presented report
 - b. Fundraising
 - proposals from new sponsors discussed (Maxim, eNRG, Porter Hospital)
 - sponsorship agreements signed with Rudy Project, Colorado BikeLaw, Team Evergreen
 - sponsorship agreement with CyclistLaywer.com pending
 - need to develop guidelines for evaluating sponsorship proposals
 - ad rate structure document nearing completion
 - previous VIK sponsors are next to be contacted
 - c. Communications



- Website survey ready to go live, will be open for ~ 1 month
- Concussion awareness information to be distributed to race directors
- Laminated awareness cards to be included in race kit
- 6. Technology (*Doug Gordon, president@coloradocycling.org*)
 - a. BRAC Race Day reg. program—Clint working on incorporating collegiate data
- 7. Track (*Jen Sharp, jensharp13@gmail.com*)
 - a. Track Cup Policy to include new Master's age groups similar to road and CX
 - b. Private coaching is available at Boulder Valley Velodrome.
 - c. BVV Official's Clinic on Sunday, March 29. Flyer posted on website
- 8. Race Kit Management (*Mike Beck, vicepresident@coloradocycling.org*)
 - a. Shelley Hartman, owner of Simply Persnickety, has been hired to manage race kit
 - b. Storage unit clean-out and inventory on Saturday, March 28, 10 AM

Website

1. WordPress works well for presentation, i.e. what is seen
2. Drupal (current platform) works well for points tabulations and parsing of data
3. Jeff to provide Shawn with contacts for companies possible capable of doing both presentation and data manipulation
 - a. Need to know ongoing maintenance, support, and hosting costs in addition to cost to build new site
 - b. Needs to be accessible and easy for staff to manipulate
 - c. Need to incorporate specific needs requests, i.e. social media, and seek ideas for managing
 - d. Recommendations for companies desired within 30 days
4. Website bogged down by changing Cup Policy every year

Mini-Classic

1. BRAC Mini-Classic renamed Junior Challenge
2. The previous Mini-Classic organized by Andy Rosen is looking to return
 - not a USAC sanctioned event
 - no gear limits
 - designed to get kids riding a bike for fun
 - slated for September, after BRAC event in August
3. There is grant available from USAC for a junior race
4. BRAC to pursue relationship with this event

Road Policy

1. Should explain to membership that some race groups may see all of their races count for Road Cup points (Rip)
2. Due to criterium blue/yellow days and bronze races (all types of events) that may choose not to host certain race groups

LA Contract with USAC

1. USAC removed language from original contract that many LA's found offensive
2. New contract restores previous license rebate amounts
3. New contract requires SafeSport training for all persons for who background checks must be done, which includes the Board
4. Shawn will send link to training, which is good for 2 years.
5. Contract to be signed and submitted



Meeting Rooms

1. North: Recess Factory
2. Central: Denver
3. South: Littleton

Action List Summary

1. Tech committee to make combined CR/CJ report for CX
2. Doug to investigate possibility of BRAC inventorying bikes for junior program (2016)
3. Fundraising committee to establish guidelines for evaluating sponsorship proposals
4. Shawn to get the CDC's concussion awareness tips laminated and included in race kit
5. Lynn to review RaceDay Reg spreadsheet for collegiate functionality
6. Jeff to provide web design company contacts to Shawn
7. Jeff to work with Shawn on a "here's what we need" document for web design companies
8. Rip to write up Road Cup explanation for some race groups seeing all of their races count for Road Cup points
9. Shawn to send SafeSport training link to Board members

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: Littleton (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: Littleton (completed)~~
 - h. April 16: Denver or Recess Factory
 - 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, Rocky Mountain PBS, (completed)~~
 - d. March 28: Mens' Road Camp
 - e. March 29: Storage unit clean-out and inventory, 10 AM
 - f. April 24-26: Junior Road Camp
 - g. May 3: Womens' Road Camp
 - h. September 20: Womens' CX Camp
 - i. September 27: Junior CX 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 9:10 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