



## BRAC Board of Directors

### Meeting Minutes, 05/14/2015

#### Meeting called to order at 6:45 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)  
Marco Vasquez (Director at Large)

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

Garrett White (Director at Large)

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

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

#### Business conducted between 04/16/2015 and this meeting

1. March minutes approved by all members in attendance (7)

#### Financial Documents--May (Dominic)

1. Under budget for first quarter (yay!)
  - a. Dues – ahead of budget
  - b. Camps – both the men’s and women’s camps we broke even. The junior camp we lost \$7,692.50. This sparked a long discussion on where we can cut cost and reduce how many extra people are involved in the camp at an extra cost to BRAC.
2. Notes
  - a. USAC first quarter rebate not yet received. USAC is delinquent on both Q1 and Q2. Shawn to continue to inquire.
  - b. Further discussion on camps includes how can we continue to get the most out of these camps? Who tracks who comes to the camps and if they become long term BRAC members?
  - c. Question about race numbers and the \$12k a year we spend on them. They are thrown out after every race. Why don’t reuse them? Why do we have three colors on the race numbers vs. just one? Yvonne was opposed to reusing the numbers.
  - d. Sponsorship/Donations are at \$460 year to date.
  - e. Salaries continue to be over budget. We will lose \$4k this month.
3. Motion to approve May financial documents approved unanimously (motion by Doug; 2<sup>nd</sup> by Jennifer)

#### Executive Director Search

1. Review committee: Mike, Jeff, Dominic, Garrett
2. 65 applications received to date, narrowed down to 37 people.
3. Phone interviews will be conducted first, then in-person interviews. Will present 2-3 candidates to the board. Timeline – the committee hopes to meet next week and narrow down the selection to 5 people by June 1.

#### CX Report

1. June 4, 2015 meeting with interested parties to review proposed race day schedules: long, short, State Champs
2. Mike requested an additional Single Speed category (A/B).



## **Committee Reports (chair)**

1. Technical Commission ( *Marco Vasquez, [vasquezmr@yahoo.com](mailto:vasquezmr@yahoo.com)*)
  - a. Working on a Road College Race Director document that will help collegiate racing.
  - b. We have 5-6 new officials.
  - c. Combined Chief Referee / Chief Judge report for road and cyclo-cross events is finished and posted online
  - d. Report card after a race being tracked on BRAC website. It is kept open for 3 weeks and then sent to the race director.
2. Juniors (*Doug Gordon, [president@coloradocycling.org](mailto:president@coloradocycling.org)*)
  - a. High School Letter program is a slow process.
  - b. In 2016, juniors will likely pay a nominal fee to race (\$10). Free junior racing is up to individual RD's.
  - c. Junior surcharge suggestions: apply to junior camps, scholarship/travel funds.
  - d. "Colorado Junior Challenge" is the new name for the Mini-Challenge/ Mini-Classic race held in August by Clint Bickmore.
3. Women (*Jen Sharp, [jensharp13@gmail.com](mailto:jensharp13@gmail.com)*)
  - a. Women's camp had 18 participants.
4. Men (*Mike Beck, [vicepresident@coloradocycling.org](mailto:vicepresident@coloradocycling.org)*)
  - a. Doug presented report
  - b. 2016 Road Cup Policy focus will be to allow riders to race with their peers in combined groups. Will start working on policy in a special meeting Monday, June 22 at Rip's house from 6-9pm.
  - c. Goal of new policy is to attract and retain membership through programs, such as the BRP.
  - d. Will bring in key thought leaders to deliver to our membership.
  - e. Presentation of new Cup policy by the November club council meeting.
5. Fundraising/Communications (*Doug Gordon/Shawn Farrell*)
  - a. The social media matrix plan is finished, just needs a graphic designer to complete it.
  - b. The matrix will show potential sponsors the benefit of sponsoring BRAC, perks, etc.
6. Technology (*Doug Gordon, [president@coloradocycling.org](mailto:president@coloradocycling.org)*)
  - a. Nothing to report.
7. Track (*Jen Sharp, [jensharp13@gmail.com](mailto:jensharp13@gmail.com)*)
  - a. Mass start racing starts at BVV this Thursday.
8. Race Kit Management (*Shelley Hartman, [simplypersnickety@hotmail.com](mailto:simplypersnickety@hotmail.com)*)
  - a. Proposed additions:
    - A small BRAC branded trailer that contains a race kit.
    - Dominic mentioned we have \$100k set aside for capital improvements that could fund it.
    - Mike to look into the cost and expense to obtain one. (Including storage, insurance, building it out, wrapping the exterior etc.)

## **Website**

1. Website vendors
  - a. Still investigating different vendors for the overhaul.
  - b. May wait for cross policy changes to come out for before any back-end changes are made.
  - c. Suggested to bombproof planning process now of what we want to avoid costly change orders.

## **New Business**

1. Board members to attend state championships (Deer Trail, May 31)? Lynn to create a sign up spreadsheet.
2. Yvonne to provide instructions for maintaining inventory of state champ jerseys handed out.



3. Sparks approached BRAC to sponsor a women's composite team in 2015 to pay for their entry fees at North Star In MN. Request was denied because they are not a BRAC club and we don't have funds earmarked for this type of request. Brought up a great idea of creating a travel fund earmarked for juniors, U23 and women.
4. Discussed board vision and where do we want to be in 2, 5 and 10 years from now. Some items thrown around include sending a group of juniors to L'Abitibi. Our vision needs to be executable and have a strategic plan to get there. We hope to accomplish this with a new ED.

### **Old Business**

1. \$404 refund from the race number debacle last year.

### **Meeting Rooms**

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

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

1. Lynn to create a sign up spreadsheet for BOD to attend state championships.
2. Shawn to research race number cost for our next order (before Cross season).
3. ED Search Committee to meet and bring 2-3 candidates to the board for the next meeting.
4. Create a Road Cup policy at next special meeting, June 22 at Rip's house.
5. Mike Beck to research cost of a BRAC trailer.

### **Board Calendar**

1. Board of Directors' Meetings—generally every 3<sup>rd</sup> 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: Recess Factory~~
  - i. ~~May 14: Highlands Ranch~~
  - j. June 18: I-25 and 120<sup>th</sup>, BBQ joint
  - 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. ~~March 28: Storage facility clean-out~~
- e. ~~March 29: Men's Road Camp~~
- f. ~~April 24-26: Junior Road Camp~~
- g. ~~May 3: Womens' Road Camp~~
- h. June 4: CX Race Director's 2<sup>nd</sup> meeting
- i. June 22: Race group combination meeting

### 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 8:45 PM—**

#### *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