



BRAC Board of Directors Meeting Minutes, 05/22/2018

Agenda

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|--|-------------------|
| 1. Call to order and roll call | Doug |
| 2. April Finances | Karen (via Shawn) |
| 3. Racer day Report (YTD) | Shawn |
| a. Lost revenue | |
| b. Budget adjustments for 2019 LA contract | Shawn |
| 4. Upcoming Events | Shawn |
| a. Elephant Rock | |
| b. Triple Bypass | |
| 5. Website Update | Shawn |
| 6. New Racer Information | Everyone |
| 7. State Champs Medal/Jersey Presenters | Lynn |
| 8. New Business | |
| 9. Adjourn | |

Meeting called to order at 6:30 PM

Board Members present:

Doug Gordon (President)
Michael McGuinn (Vice President)
Lynn Taylor (Secretary)
Audrey Beebe
Jon Heidemann
Lance Panigutti
Troy Reynolds

Board Members absent:

Karen Tourian (Treasurer)
Melissa Barker
Jessica McWhirt

Staff present:

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

Business Conducted between March 15, 2018 and this meeting

- March minutes were approved by a majority of the members in attendance
- March financials were approved by a majority of the members in attendance
- Schedule changes to State Cyclocross Championships were approved by a majority of Board members

April Finances

- \$17,000 Q1 rebate received from USAC
- Membership
 - \$54,000 out of \$64,000 in projected membership funds have been received
 - Unknown is how many people are waiting for CX season to purchase a membership



- C. Surcharges
 - 1. Just starting to receive surcharge revenue
 - 2. \$3,200 in surcharges will not be received due to weather-related race cancellations (Buff Gold RR and Bill Davis RR)
- D. Camps
 - 1. Significant increase in track camp participation at Colorado Springs Velodrome
 - a. Positives
 - many more kids exposed to track racing
 - much more revenue i.e. almost at projected revenue income for 2019
 - b. Negatives
 - much more expense i.e. BRAC subsidizes ~\$90/camper i.e. camper pays \$100
 - c. Fees for 4 Impact 360 participants were paid by BRAC from the Junior Programs fund
 - 2. Some coaches donated their time
 - 3. Pat McDonough filled in on short notice for Jim Lawrence, who was called out of town suddenly
- E. Officials for some collegiate races were paid by BRAC
 - 1. Some colleges have lots of paperwork to complete before they can pay officials
 - 2. BRAC invoiced the college to reduce paperwork for officials and the colleges
- F. Website Support
 - 1. 2019 budget nearly spent
 - a. IT team unable to solve a website anomaly (see Website Update below)
 - b. Anomaly needed to be fixed by Insight Designs
- G. Unanimous approval of motion to approve April finances (motion by Lynn; 2nd by Audrey)

Racer Day Report

- A. YTD statistics
 - 1. -1831 racer days
 - 2. -\$3,200 in surcharges
 - 3. -5 days
 - a. 4 races from 2017 didn't/won't take place in 2018
 - b. 2 races were weather-cancelled
 - 4. Participation at continuing races up and down
 - a. Oredigger TT was up 56%; Koppenberg was up 114%
 - b. DU crit was down 15%; Best on Hess TT was down 17%, but criterium was up.
 - c. Weather impacted Superior TT (-32%) and Front Range TT/crit (-39%)
- B. Budget Considerations for 2019 LA Contract
 - 1. Contract relies on participation-based metrics, which aren't stable
 - 2. Membership-based metrics are more stable but as an example, if BRAC had increased membership fees \$5/year and decreased surcharges to \$1.00, BRAC would still face a \$2,000 revenue shortage
 - 3. Need to determine BRAC revenue model by end of June, because USAC needs to be on board with new structure by September



Upcoming Events

- A. Elephant Rock, June 2-3
 - 1. Includes a bike expo
 - 2. New BRAC tents at event with Shawn representing BRAC
- B. Triple Bypass, July 14
 - 1. Need 14 people to help staff BRAC area (Vail Pass into Vail)
 - a. Audrey and Troy indicated availability
 - 2. Time slot is 10:30 – 6:30/7:30

Website Update

- A. Cup points now tracking correctly
 - 1. Shawn and Yvonne spent 2 weeks on issues
 - a. some groups' points weren't counting due to category name changes
 - b. website program no longer ignores TTT teams with riders from different teams
 - c. creation of new omnium points bucket, omnium points weren't being counted
 - 2. Yvonne and Shawn created a back-end work arounds:
 - a. for the category name issue, use last year's names
 - b. for the TTT issue, code them with this year's names
 - 3. IT team spent 8 hours on omnium issue; Insight Designs needed 4 hours to discover old code requiring Omnium to be listed in capital letters
- B. Shawn recommends a 2 year moratorium on changes to Cup Policy that impact the website
 - 1. Changes in the last 2 years have cost ~\$10,000 in unanticipated expenses
 - 2. Audrey and Shawn to explore feasibility of Wordpress-based site for the future

New Racer Information on Website

- A. Lance and Shawn to follow up; Lance offers his website information as a template
- B. Suggestion of a flow-chart design
- C. Shawn to survey other LA websites

State Championships Medal/Jersey Presenters

- A. All Board members are welcome at State Championship events (see list below) to help Shawn/Lynn award medals and jerseys
- B. August 16th needs another Board member (Shawn and Lynn at Colorado Classic)



New Business

- A. Growing Racing
 - 1. Challenge clubs to promote a new event
 - a. Little 500
 - b. 24 hr criterium
 - c. CX relay race
 - d. MTB category at CX races
 - 2. Survey to the public—Why do you race?
 - 3. Use August as a “transition to CX” month, i.e. gravel grinders
 - 4. Race etiquette at CX races
 - 5. Promote clubs
 - a. Little/no response from clubs to highlight them in email blasts
 - b. Little/no response from clubs to “takeover” BRAC social media at a race to promote themselves
- B. Next awards party
 - 1. Shawn to check on BVV as a venue

Adjourn--Meeting adjourned at 8:43 PM (motion by Doug, 2nd by Audrey)

Action List Summary

- A. All--Check availability for Triple Bypass support
- B. Shawn and Audrey to explore Wordpress for website framework
- C. Shawn and Lance to work on New Racer information for website
- D. Shawn to check on BVV for awards party venue (September Road/Track Cup)

Board Calendar

- A. Board of Directors’ Meetings—generally every 3rd Thursday, 6:30 – 8:30
 - 1. ~~February 10: Dawson School~~
 - 2. ~~March 15: Pactimo~~
 - 3. ~~April: no meeting~~
 - 4. ~~May 22: Doug’s office~~
 - 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 16: Jr. Track (BVV)
- d. June 24: Junior/Senior/Master Time Trial (John Stenner Memorial)
- e. July 1: Master Road (Boulder Omnium—Peak to Peak)
- f. July 19: Track, Women Scratch Race and Men 1-3 Keirin (BVV)
- g. July 21: Junior/Master Hillclimb (Mt. Evans)
- h. July 26: Track, Women Keirin and Men 1-3 Scratch Race (BVV)
- i. August 5: Junior Criterium (Bannock)
- j. August 9: Track, Women Points Race (BVV)
- k. August 12: Junior/Senior Road (Porsche Thunderbird)
- l. August 16: Track, Madison
- m. August 23: Track, Men 1-3 Points Race (BVV)
- n. August 25: Master Criterium (Lucky Pie)
- o. August 25: Track, Sprints
- p. September 8: Track, Masters/Open Time Trials
- q. September 9: Track, Masters Sprints
- r. Dec 1-2: Junior/Senior/Master Cyclocross

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