



BRAC Board of Directors Meeting Minutes, 06/19/2018

Agenda

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| 1. Call to order and roll call | Doug |
| 2. May Finances | Karen |
| 3. 2019 Business Model and USAC Contract | Shawn |
| 4. New Racer Info | Shawn |
| 5. Miscellaneous | Shawn |
| a. Triple Bypass | |
| b. Track Programs | |
| c. Status of Women 1-2 | |
| 6. New Business | |
| 7. Adjourn | |

Meeting called to order at 6:19 PM

Board Members present:

Michael McGuinn (Vice President)
Lynn Taylor (Secretary)
Karen Tourian (Treasurer)
Audrey Beebe
Lance Panigutti
Troy Reynolds

Board Members absent:

Doug Gordon
Jon Heidemann
Melissa Barker
Jessica McWhirt

Staff present:

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

Business Conducted between May 22, 2018 and this meeting

None

May Finances

- A. Large first quarter rebate received from USAC
- B. Unanimous approval of motion to approve April finances (motion by Lynn, 2nd by Karen)

2019 Business Model and LA Contract

A. Background

1. BRAC still struggling after reducing operational surcharge fee as well as operational expenses
 - a. Surcharge is a rider surcharge for the benefit of riders, collected by RD
 - b. Because the RD writes the surcharge check to BRAC, RD's view it as a tax on them, rather than on riders
 - c. BRAC financial model built on participation metrics
2. Membership dues haven't been raised in at least 10 years
3. Membership metrics are more stable than participation metrics, making it a challenge to build a budget
4. USAC changed 2018 LA Contract and put a cap on LA membership fees, choosing the highest one they found
 - a. BRAC Board fought this cap; revised contract allowed future increases to address regional differences



- b. USAC needs LA's for local racing: LA knows their region's needs better than USAC
- B. Proposal to raise cost of BRAC annual membership from \$25 per year to \$30 per year
 - 1. Other regions' LA fees
 - a. New York—similar membership, no fees, 100% volunteer board, no staff
 - b. NEBRA (New England)—similar membership, lower membership fee (just created), paid administrator
 - c. USAC trying to balance complaints from LA's at low end of fees (need more USAC support because rider base is too small to support LA's desired programs) and high end (cap doesn't allow for expansion of services when desired by LA)
 - 2. Shawn presented table of \$1.00 membership fee increase and \$0.25 surcharge decrease to demonstrate sustainability (based on expected rider days):

<u>OpSur/Memb</u>	\$25.00	\$26.00	\$27.00	\$28.00	\$29.00	\$30.00
\$1.75	\$102,444.75	\$105,044.75	\$107,644.75	\$110,244.75	\$112,844.75	\$115,444.75
\$1.50	\$97,095.50	\$99,695.50	\$102,295.50	\$104,895.50	\$107,495.50	\$110,095.50
\$1.25	\$91,746.25	\$94,346.25	\$96,946.25	\$99,546.25	\$102,146.25	\$104,746.25
\$1.00	\$86,397.00	\$88,997.00	\$91,597.00	\$94,197.00	\$96,797.00	\$99,397.00

- 3. Majority of Board favored \$30.00 membership fee and maintenance of \$1.75 operational surcharge

New Racer Info

- A. 33 LA's with websites
- B. Of the ones that have "new rider" links/buttons: many simply send the rider to USAC's website
- C. Shawn putting a page together with Lance's help

Miscellaneous

- A. Triple Bypass
 - 1. 2 more marshals needed; 14 people total
- B. Track (Boulder Valley Velodrome, BVV)
 - 1. Chris Ferris was let go
 - 2. Pat McDonough has returned as program director
 - 3. Working on relationship with Colorado Springs velodrome
 - 4. Considering adding Tuesday night racing
 - a. Would shorten Thursdays to a more reasonable length, provide more races for represented groups with less wait time
 - b. Would allow for a developmental night with less time to wait between races
- C. Women 1-2
 - 1. Recent participation has been poor
 - 2. Attending other events like Master Crit Nationals or Tulsa Tough?
 - 3. Everyone wants their own race
 - 4. Audrey to survey



New Business

- A. Discussion regarding increasing fees \$10/day for all officials in 2019 and again in 2020 to insure officials' pay meets Colorado minimum wage laws.

Adjourn--Meeting adjourned at 8:10 PM (motion by Karen, 2nd by Audrey)

Action List Summary

- A. Shawn—new racer link on website home page
- B. Audrey—survey Women 1-2 regarding participation

Board Calendar

- A. Board of Directors' Meetings—generally every 3rd Thursday, 6:30 – 8:30
 - 1. ~~February 10: Dawson School~~
 - 2. ~~March 15: Pactime~~
 - 3. ~~April: no meeting~~
 - 4. ~~May 22: Doug's office~~
 - 5. ~~June 19: Anythink Library, Thornton~~
 - 6. July: no meeting
 - 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 (October 20)
 - 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)~~



- e. ~~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