



## BRAC Board of Directors

### Meeting Minutes, 07/16/2015

#### Meeting called to order at 6:35 PM

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

Doug Gordon (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)  
Garrett White (Director at Large)

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

Mike Beck (Vice-President)

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

Yvonne vanGent (Membership Manager)

##### **Staff absent:**

Shawn Farrell (Interim Executive Director)

##### **Guest present:**

Jess Schwartzkopf (Fundraising and Communications)

#### Business conducted between 06/18/2015 and this meeting

1. June minutes approved by the 5 members in attendance

#### Financial Documents--June (Dominic)

1. Review
  - a. Income from dues only slightly under budget
  - b. Cherry Creek fees to be reflected in next month's report
  - c. ~ \$3000 loss on camps. Originally thought too many rooms were given away for free, but parent/camper ratio is appropriate. Perhaps need to charge for food but keep rooms free to parent chaperones
  - d. Payroll expense is less than expected, even with increase in interim ED position to fulltime. Shawn is assuming the duties of the former webmaster, which is helping payroll stay under budget
  - e. Overall, we are under budget at this point in the year!
2. 2016 Budget
  - a. Goal is to find more value in budget, i.e. where can we get more bang for our buck?
  - b. Dominic to start review process, and will work with fundraising group (Jess)
3. IRS forms are completed and will be filed this month.
  - a. Conflict of interest forms—not required by IRS, but good practice. Location of signed forms from previous Board unknown → brief discussion about document retention plan, i.e. BRAC doesn't have one
  - b. Google drive OK for this?
4. Motion to approve June financial documents approved unanimously (motion by Jen; 2<sup>nd</sup> by Marco)

#### Executive Director Search (Jeff)

1. 5 semifinalists to be narrowed to 2-3 by the end of the week.
2. Desire for separate meeting (discussed at June meeting) for full Board interviews reiterated, TBD at end of this meeting

#### Committee Reports (chair)

1. Technical Commission ( Marco Vasquez, [vasquezmr@yahoo.com](mailto:vasquezmr@yahoo.com))



- a. Working on offering a motor referee clinic; partnering with Pro Challenge.
  - b. New motors will need to complete USAC required background check (BRAC pays costs for members) and SafeSport training, and free online concussion awareness training within 30 days of course completion
  - c. Yvonne will obtain USAC permit for the event
  - d. Open to out-of-state people
  - e. \$500 limit was approved to cover cost of housing for instructor, venue, and lunch for participants (motion by Dominic, 2<sup>nd</sup> by Garrett)
2. Juniors (*Doug Gordon*, [president@coloradocycling.org](mailto:president@coloradocycling.org))
- a. Nothing to report
3. Women (*Jen Sharp*, [jensharp13@gmail.com](mailto:jensharp13@gmail.com))
- a. Pro-1-2 participation needs to grow; average is 8-12
  - b. Need to think of outside methods to get people in, i.e. how do people find BRAC. Ideas: outreach at timed portions of Gran Fondos and community events
  - c. Women's CX camp—plan for September?
  - d. Women's Summit—none for 2015, plan for 2016
4. Men (*Mike Beck*, [vicepresident@coloradocycling.org](mailto:vicepresident@coloradocycling.org))
- a. Doug gave report in Mike's absence
  - b. Generally positive reaction to proposed race group combinations
  - c. 2016 Cup Policy ready to be revamped
5. Fundraising/Communications (guest, Jess Schwartzkopf)
- a. Working on a "sponsorship badge" i.e. "Company name—Proud sponsor of BRAC"
  - b. Hard push to get separate sponsors for year round sponsors, such for results, calendar, certain events, CX supplies
  - c. Need to start conversations in September for 2016 season so companies have time for planning and approvals
  - d. Large opportunity for CX, ie. Oskar Blues and other breweries
  - e. Challenged to obtain \$20K in new sponsorship by January 15, 2016
  - f. President's blog is very well read
6. Technology (*Doug Gordon*, [president@coloradocycling.org](mailto:president@coloradocycling.org))
- a. Nothing to report
  - b. Marco noted that radio availability to race directors at no charge has been a huge asset at races this year
7. Track (*Jen Sharp*, [jensharp13@gmail.com](mailto:jensharp13@gmail.com))
- a. BVV changing from club structure to an A-B-C open structure
  - b. Several nights dedicated to women only
8. Race Kit Management (*Shelley Hartman*, [simplypersnickety@hotmail.com](mailto:simplypersnickety@hotmail.com))
- a. Trailer (Mike)
    - picture of possible trailer + stage +officials work area
    - to be a BRAC benefit to race directors to allow them to increase professional appearance of event
    - needs to be fully customizable, i.e. awards stage + announcer + sufficient quiet workspace for officials/timing company
    - question as to how many races would use it
    - Up to \$25,000 approved for design and purchase (motion by Dominic, 2<sup>nd</sup> by Rip)
  - b. Flags and Banners
    - <\$500 for start/finish, in progress
  - c. Truss
    - in progress, picture frame type for backdrop for podium



### Website (Jeff and Shawn)

1. Insight Design proposal, \$56K complete
2. Culture Foundry proposal, \$40-50K depending on certain other parameters to be defined
3. Also looking at ways to monetize website
4. Contract will need to specify "\$ not to exceed X amount".
5. Looking to go live February 15<sup>th</sup>
6. Committee to make recommendation to Board for final approval

### CX States Schedules (Lynn)

1. Saturday schedule
  - a. most age groups, singlespeed, and collegiate men/women
  - b. nationals distances for all eligible groups
  - c. JM 17-18 and collegiate women/JW17-18 to be on course at same time to achieve Nationals distances
2. Sunday schedule
  - a. MM 50+/60+ and Senior groups
  - b. no Men 5 this year: not eligible at nationals, not a BRAC championship group, only takes 5 races to upgrade to Cat 4.
3. Many opportunities for riders to race more than once during the weekend
4. Number sequence design in progress for both season and states schedules (Lynn)

### State Championship Jerseys (Doug)

1. 1<sup>st</sup> design was not acceptable, 2<sup>nd</sup> design should be available by the end of July
2. Winners will get jersey, arm/leg warmers and other swag
3. 2016 design will solicited as a BRAC-wide contest

### New Business

1. Meeting date for ED interviews with Board: Aug 5, 6:30-8:30, location TBD
2. Next Board meeting changed from Aug 20 to Aug 13 due to Pro Challenge: 6:30-8:30, GR Capital Partners, 300 Plaza Drive
3. USA Junior Challenge will feature 6 men and 6 women from USAC Talent ID camps
4. Salida event short on volunteers; BRAC should know a race is having difficulty well before 1 week prior. CR's to receive reminder to communicate with RD's well in advance of race, and alert BRAC to potential issues

### Meeting Rooms

1. North: Recess Factory
2. Central: Denver
3. South: GR Capital Partners, 300 Plaza Drive, Highlands Ranch

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

1. Dominic + fundraising to begin 2016 budget review
2. Shawn (?) to locate conflict of interest forms for BoD signature
3. Yvonne/Marco to coordinate motor referee clinic
4. ED search committee to supply Board with candidate statements and resumes prior to Aug 5 meeting
5. Yvonne/Jen to identify Women's CX camp date
6. Lynn to design CX number sequences for season and State Champs schedules



7. Marco to remind CR's about race director contact and BRAC notification of issues

### 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: 1-25 and 120<sup>th</sup>, BBQ joint~~
  - k. ~~July 16: Boulder Valley Velodrome~~
  - l. August 13: GR Capital Partners
  - 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: 2016 Road Cup policy group combination meeting, 6 PM, 2535 Walnut, Denver~~
  - j. August 5: ED interviews, location TBD
  - k. ?? Road race directors meeting
  
3. State Championships
  - a. ~~May 31: Road → Senior~~
  - b. ~~June 14: Hillclimb → Master~~
  - c. ~~June 20: Time Trial → Senior/Master/Junior~~
  - d. ~~June 24: Track → Senior Keirin~~
  - e. ~~July 1: Track → Senior Scratch Race~~
  - f. ~~July 4: Track → Senior/Master/Junior 17-18 500m TT/1K TT/Ind. Pursuit~~
  - g. ~~July 5: Track → Senior/Master/Junior 17-18 Sprint/Scratch Race/Team Pursuit/Team Sprint~~
  - 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 16: Road → Junior
- r. August 22: Track → Junior U17 Omnium
- s. August 29: Track → Senior

**Meeting adjourned at 8:50 PM** (motion by Doug; 2<sup>nd</sup> by Jeff). Unanimous.

#### *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