





## Website

- A. Aaron Shelley from GTRI assessed infrastructure
  - 1. Website server appears to have no monitor; questioned why the “door on the house has no lock”
  - 2. Website has a load balancer for a 2<sup>nd</sup> web server, but there isn’t a 2<sup>nd</sup> server so why are we paying for the balancer?
  - 3. 2<sup>nd</sup> server desirable in case of primary web server crash, like was experienced in early August.
    - a. Cost ~ \$100-\$150 / month
    - b. Needs to be in a different location than primary one
- B. Continuing drain on budget due to “fixes”
  - 1. Insight Designs is a developer, not a maintainer
  - 2. Maintenance has been ~\$1000/month
  - 3. Options for decreasing maintenance costs
    - a. Student (DU, Mines, etc.)
    - b. BRAC membership → Shawn to write RFP for website maintenance expertise

## Marketing

- A. Shawn to High School Mtn Bike League races on Sept 23 and 24<sup>th</sup>, as well as October 7<sup>th</sup> and 22<sup>nd</sup>.
- B. Online presence needs improvement
  - 1. E-mail blast to membership good for communicating with membership, but doesn’t grow membership
  - 2. Discussion of online avenues: Facebook, Twitter, etc.
  - 3. Shawn to write RFP to BRAC membership for social media manager
    - a. Create “buzz” before and after events

## Planning for 2018

- A. Develop 1 yr, 5 yr, 100 yr, etc. plans for BRAC
- B. Shawn and Doug to meet with USAC leadership first as this is critical to looking at our planning

## Upcoming Meetings

- A. Road Promoters: October 18, 2017
  - 1. RD’s should send a representative to insure race date placement on calendar
  - 2. Conflicts to be resolved at meeting, not afterwards as in 2017
- B. Club Council: January 27<sup>th</sup>, 2018
  - 1. Possible discussion items
    - a. Race-day length i.e. availability of racing for all categories
    - b. “Dash” categories: should RD decide if they are appropriate for their race. i.e. holding SM 3-4 and SM 4-5 versus SM 3, SM 4, SM 5 as separate prize list groups



### Road Cup Party

- A. September 30<sup>th</sup>
- B. New venue: Distinctive Mantel Designs
- C. Caterer: Venice Restaurant

### New Business

- A. CX State Championship Race Support
  1. CX States more costly for RD's due to 2-day format
    - a. Normal single day participation is spread out over 2 days
    - b. Venue is needed for two days
    - c. Officials are needed for 2 days
  2. Previous BRAC support has been for 1 day of officials' fees or for 1 day of timing
  3. Without Limits requests support for 2<sup>nd</sup> day of officials' fees (WOL will provide lunch)
    - a. Motion by Rip, 2<sup>nd</sup> by Michael
    - b. Unanimously approved

Meeting Adjourned at 8:25 PM (motion by Melisa, 2<sup>nd</sup> by Rip)

### Action List Summary

- A. Shawn
  1. Junior grant spreadsheet
  2. RFP to membership for IT support
  3. RFP to membership for Marketing/Social Media support

### Board Calendar

- A. Board of Directors' Meetings—generally every 3<sup>rd</sup> Thursday, 6:30 – 8:30
  - ~~1. February 10: USAC headquarters~~
  - ~~2. March 23: home of Rip Mobus~~
  - ~~3. April: none~~
  - ~~4. May 22: home of Rip Mobus~~
  - ~~5. June 20: home of Rip Mobus~~
  - ~~6. July 25: GR Capital Partners, Doug's office~~
  - ~~7. August 22: home of Rip Mobus~~
  - ~~8. September 14: GTRI, Melisa's office~~
  9. October
  10. November
  11. December
- B. Other Meetings/Gatherings
  - ~~a. Officials' Meeting (February 25)~~



- b. ~~BRAC Advisory and Junior Committee meeting (March 22)~~
  - c. ~~CX Race Directors Meeting (March 24)~~
  - d. ~~CX Race Groups Town Hall Meeting~~
  - e. ~~RaceDay Registration software training (August 3<sup>rd</sup>)~~
  - f. Road Race Directors Meeting (October 18)
  - g. Club Council Meeting (January 27, 2018)
- C. State Championships
- a. ~~June 17: Senior/Master Time Trial~~
  - b. ~~July 7: Junior Time Trial~~
  - c. ~~July 8: Junior Road Race~~
  - d. ~~July 9: Junior Criterium~~
  - e. ~~July 9: Senior Criterium~~
  - f. ~~July 13: Senior Women Track, Keirin~~
  - g. ~~July 15: Hillclimb (all)~~
  - h. ~~July 20: Senior Men Track, Keirin~~
  - i. ~~July 22: Junior (11-16) Track~~
  - j. ~~July 23: Master Criterium~~
  - k. ~~July 28: Junior Time Trial~~
  - l. ~~July 29: Junior Criterium~~
  - m. ~~July 30: Junior/Senior Road Race~~
  - n. ~~Aug 17: Senior Men Track, Points Race~~
  - o. ~~Aug 17: Senior Women Track, Scratch Race~~
  - p. ~~Aug 20: Master Road~~
  - q. ~~Aug 24: Senior Track, Madison~~
  - r. ~~Aug 26: Senior Men Track, Sprints~~
  - s. ~~Aug 26: Senior Women Track, Sprints~~
  - t. ~~Aug 31: Senior Men Track, Scratch Race~~
  - u. ~~Aug 31: Senior Women Track, Points Race~~
  - v. Sep 23: Master Track, timed events
  - w. Set 24: Master Track, massed start events
  - x. Dec 9-10: Cyclocross (all)

### *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