



## BRAC Board of Directors

### Meeting Minutes, 09/17/2015

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

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

Doug Gordon (President)  
Mike Beck (Vice-President)  
Dominic Palazzo (Treasurer)  
Jeff Hammond (Director at Large)  
Rip Mobus (Director at Large)  
Kim Nordquist (Director at Large)  
Jennifer Sharp (Director at Large)

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

Lynn Taylor (Secretary)  
Marco Vasquez (Director at Large)  
Garrett White (Director at Large)

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

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

#### Business conducted between 07/16/2015 and this meeting

1. July minutes approved by a majority of members in attendance
2. Board met in Executive Session on 8/13/2015
  - a. 2 finalists were interviewed for the position of Executive Director
  - b. Board voted to hire Shawn Farrell
3. Dominic worked with Shawn and presented first draft of 2016 budget for comment

#### Financial Documents--August (Dominic)

1. Review
  - a. Classification of money from the time trial series bumped up the sponsorship column versus being allocated in the race registration fee.
  - b. The bump in official pay is for the track at BVV in lieu of paying Pat M. as a track coordinator.
  - c. Year to date – we are \$5,000 ahead of budget.
2. 2016 Budget
  - a. Significant change includes charging juniors in 2016 for racing and then accumulating the funds to spend on juniors, equating to roughly \$3,000.
  - b. Increase our sponsorship revenue by \$15,000 to a total of \$40,000 overall. This starts with a plan and implementing it.
  - c. The Race Clean program bumped from \$1,750 this year to \$5000 and we're increasing the amount of testing.
  - d. When you sort the budget by activities, we lost \$6-8,000 on the state time trial. We need to dig into the numbers to figure out why we're losing that kind of money on a time trial.
  - e. Camps, a big expense in 2014, are budgeted to lose \$3400 in 2016.
  - f. At the end of the year, we will have a surplus of \$16,800 in cash flow. If you enter in depreciation, we break even.
  - g. We will spend \$10k on marketing next year in attempt to attract new cyclists.
  - h. Dominic will present this budget to the club council meeting.

#### Committee Reports (chair)

1. Technical Committee (*Report by Shawn Farrell*)
  - a. About 4 new motor refs completed the course at the Pro Challenge.
  - b. Number sequences were completed for all CX schedules
2. Women (*Jennifer Sharp, [jensharp13@gmail.com](mailto:jensharp13@gmail.com)*)
  - a. We had 33 women attend a women's only night at the BVV.



- b. We had 34 women attend the women's cross camp with \$472 income after all expenses.
- c. Equal payout for women. Kim brought this up. Advertise that Women 1-2's need to show up in order to get equal payout to the men; must reach ½ of the Men's 1-2 field, i.e. that means 26 or more women at the state championships. Empower women to show up for equal pay.
3. Fundraising/Communications (*Shawn Farrell*, [operations@coloradocycling.org](mailto:operations@coloradocycling.org))
  - a. Great Divide contributed \$4700 in August.
4. Technology (*Doug Gordon*, [president@coloradocycling.org](mailto:president@coloradocycling.org))
  - a. Nothing to report

### **Cross Schedule**

1. Singlespeed issues of who goes where and when continue.
2. Why does BRAC come up with schedules? We're going to leave things as they are now and then let the race directors come up with their own schedule.

### **Photographers**

1. Discussion about whether or not to pay photographers to come to races so BRAC can use their photos on our site. No real resolution.

### **Team Evergreen**

1. Trying to rework our relationship to benefit their target demographic and proposed branding the Beginning Racer Program presented by Team Evergreen.

### **2015 Road Cup Party**

1. Kim is investigating different locations and will pick a place that can host roughly 300 people.

### **State Championship Jerseys**

1. Pactimo jerseys are smaller than anticipated. We will continue to hand them out and will order more as we run out.

### **New Business**

1. Proposed By-Law Change
  - a. Currently, large clubs can sway votes. Is this fair?
  - b. Jeff is leading the charge to investigate this to see if there's a better way.

### **Meeting Rooms**

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

### **Action List Summary**

1. Doug will schedule another road cup meeting since the last one was poorly attended.
2. Kim is investigating the 2015 road cup party location.
3. Jeff will look into different bylaw changes and report to the board.
4. Shawn was asked to look into Race Clean and what other LA's are doing. Are we setting best practices by having 2?
5. Jennifer will speak with her Facebook contact to find out about untangling BRAC's presence on FB from an individual account.



## 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: Boulder Valley Velodrome~~
  - l. ~~August 13: home of Rip Mobus~~
  - m. ~~September 17:~~
  - n. ~~October 15: TBD~~
  - 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. ~~Sept 3: Road Cup policy input meeting, Littleton~~
  - k. ~~Sept 12: CX Women's camp, Littleton~~
  - l. ~~Sept 25: Junior CX camp~~
  - m. ~~?? Road race directors meeting~~
  - n. ~~?? Club Council meeting~~
  - o. ~~?? Road Cup awards party~~
  - p. ~~?? CX Cup awards party~~
  
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: **Criterion** → 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: **Criterion** → Junior  
p. August 9: **Criterion** → 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