



## BRAC Board of Directors Meeting Minutes, 11/08/2018

### Agenda

- |                                   |         |
|-----------------------------------|---------|
| 1. Call to order and roll call    | Michael |
| 2. September and October Finances | Karen   |
| 3. Women's Development Committee  | Audrey  |
| 4. CX Participation to Date       | Shawn   |
| 5. Membership Fee Increase Use    | Shawn   |
| 6. State Championship Calendar    | Yvonne  |
| 7. Elections                      | Shawn   |
| 8. Erie Elves 5K                  | Shawn   |
| a. Volunteers                     |         |
| b. Money                          |         |
| 9. New Business                   |         |
| 10. Adjourn                       |         |

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

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

Michael McGuinn (Vice President)  
Lynn Taylor (Secretary)  
Karen Tourian (Treasurer)  
Melissa Barker  
Audrey Beebe  
Jon Heidemann  
Lance Panigutti

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

Doug Gordon (President)  
Jessica McWhirt  
Troy Reynolds

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

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

### Business Conducted between September 19, 2018 and this meeting

- A. June, August, and September minutes were approved by a majority of the members in attendance

### September and October Finances

- A. Sponsorship is under budget
1. KHMTT-- \$1,500 less received from Cobras via the KHMTT due to several factors
    - a. Park increase usage fee
    - b. Park charged for portalets
    - c. Park required a 2<sup>nd</sup> motor referee
  2. Pink Realty
    - a. 2018 sponsorship received in 2017 and credited to 2017
    - b. 2019 sponsorship will be received Jan/Feb of 2019



- B. Donations**
  - 1. \$5,000 from Team Evergreen for BRAC assistance with Triple Bypass
- C. Website and Race Kit**
  - 1. Both over budget
- D. Projections for November/December**
  - 1. In black operationally, but numbers are soft
    - a. USAC 4<sup>th</sup> quarter rebate
    - b. Running race revenue (below)
    - c. Racer day surcharges
- E. Unanimous approval of September and October finances (motion by Lynn, 2<sup>nd</sup> by Michael)**

### **Women's Development Committee Proposal**

- A. Women/Trans/Femme Development Team**
- B. Discussion of proposal document**
  - 1. Mission Statement
  - 2. Team Goals
  - 3. Selection
  - 4. Requirements (racer and volunteer mentor)
  - 5. Events
    - a. 7 social rides, to get the word out
    - b. 1 camp, 8 am – 3 pm, free vs. fee to participate
    - c. 6 weekly skills clinics, required, 5/6/2019 – 6/10/2019
    - d. 4 races
      - TT: KHMTT, early season
      - RR: Superior, closed course
      - HC: Lookout, most riders familiar with climb already
      - Crit: Boulder Ortho, safe course
  - 6. BRAC Funding request--\$6,800
    - a. \$4,500 for 10 racers (kit, race entries, clinics)
    - b. \$2,100 for coaching at clinics and/or races
    - c. \$200 for USAC camp permit, lunch, venue fee
- C. Committee to address Board suggestions (incorporated into document as discussion progressed)**

### **CX Participation**

- A. Hard to predict/plan**
  - 1. Blue Sky had 39% increase over 2017
  - 2. Shimano CycloX series had a mild increase in 2 days



3. Most races experiencing decreases compared to 2017

**B. Events**

1. Gained Western Slope events
2. B2B series included an extra week
3. Lost Amy D and Rhyolyte

**Use of Membership Fee Increase**

**A.** Projected amount based on 2017 adult membership is \$13,000

**B. Ideas**

1. Lower surcharges from \$1.75 to \$1.50
2. Build back reserves
3. Growth initiatives
  - a. New races
  - b. Social media promotion
  - c. Expo space
  - d. Women/Trans/Femme Development team
  - e. Women's clinic
  - f. TBD

--might want some discretionary funds to deal with changes at USAC due to CEO and National Events Manager departures

**C.** Tentative suggestion to allocate \$2,000 to initiatives a-e and \$3,000 to f

**D.** Next Club Council meeting to discuss ideas and solicit additional input prior to planning budget

1. Thursday December 6<sup>th</sup>
2. Location, TBD

**State Championships**

**A.** No conflicts at Road RD meeting on November 4<sup>th</sup>

**B.** Barry Lee has not requested any races yet (Guanella, Boulder Stage Race, Parker Main Street Crit, Sunshine HC)

**C.** Steamboat Velo is exploring possibility of Senior Road Championships in June, single day event (in addition to stage race in September)

**D.** Deadlines

1. November 26 for Barry Lee and Steamboat Velo to indicate race designations to Yvonne
2. December 1 for Board decision on State Championship races

**Elections**

**A.** Website updated with election information

**Erie Elves 5K**



- A. BRAC fundraiser
- B. December 15<sup>th</sup>, 2018
- C. 20 volunteers needed for 2-4 hours each
- D. Expenses projected to be \$3,700
  - 1. \$200 in revenue from early entries
- E. Break-even point is ~100 runners, typical for 1<sup>st</sup> year event

### **New Business**

- A. KHMTT revisited
  - 1. Cobras working with park, prefer to work with park without BRAC assistance
  - 2. Use fee is supposed to include restrooms, so why are Cobras being charged for portalet use
  - 3. Park receives complaints from motorists required to drive the speed limit due to bikes
  - 4. Need to look for a new course: longer, straighter, less traffic
- B. 2019 LA Contract
  - 1. With USAC CEO turnover, not expecting any issues for 2019
  - 2. Have not received contract for review yet

**Adjourn**--Meeting adjourned at 8:45 PM (motion by Karen, 2<sup>nd</sup> by Michael)

### **Action List Summary**

- A. Women's Development Committee—continue to refine proposal
- B. Yvonne to contact Barry Lee and Corey Piscopo (Steamboat Velo) for race dates and designations
- C. Shawn to ask USAC for 2019 LA Contract for review

### **Board Calendar**

- A. Board of Directors' Meetings—generally every 3<sup>rd</sup> Thursday, 6:30 – 8:30
  - 1. ~~February 10: Dawson School, Lafayette~~
  - 2. ~~March 15: Pactimo~~
  - 3. ~~April: no meeting~~
  - 4. ~~May 22: Doug's office, Highlands Ranch~~
  - 5. ~~June 19: Anythink Library, Thornton~~
  - 6. ~~July: no meeting~~
  - 7. ~~August 20: Pactimo~~
  - 8. ~~September 19: Dawson School, Lafayette~~
  - 9. ~~October: no meeting~~
  - 10. ~~November 8: Dawson School, Lafayette~~



11. December 20:
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. ~~Special Club Council Meeting #1 (August 24)~~
  - e. ~~Road Cup Awards Party (October 20)~~
  - f. ~~Road Race Directors Meeting (November 4)~~
  - g. Special Club Council Meeting #2 (December 6)
  - h. Annual Club Council Meeting (January - February 2019; TBD)
  - i. CX Cup Awards Party (January - February 2019; TBD)
  - j. 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