



BRAC Board of Directors Meeting Minutes, 12/01/2016

Agenda

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|-------------------------------------|----------------|
| 1. Call to order and roll call | Doug |
| 2. Finances | Susan |
| 3. Sponsorship | Shawn |
| 4. TC Meeting Report | Lynn |
| 5. Financial Projections and budget | Shawn |
| 6. Travel Grants | Shawn |
| 7. Road Race Decisions | Yvonne |
| 8. Elections | Shawn |
| 9. Club Council meeting | Shawn |
| 10. Race Groups | Doug and Shawn |
| 11. New Business | |
| 12. Adjourn | |

Meeting called to order at 6:45 PM

Board Members present:

Doug Gordon (President)
Rip Mobus (Vice President)
Susan Adamkovics (Treasurer)
Lynn Taylor (Secretary)
Michael Chamberlin
Melisa Link
Mike McGuinn

Board Members absent:

Kim Nordquist
Jennifer Sharp
Marco Vasquez

Staff present:

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

Business conducted between this meeting and last meeting (October 20, 2016)

- A. October 2016 minutes approved by unanimous email vote of a majority of the Board

Finances

- A. \$2,000 projected surplus if December predictions on target.
B. October and November financial statements unanimously approved (motion by Melisa, 2nd by Michael C)

Sponsorship

- A. Anticipating \$29,000 total from:
1. Returning sponsors



- a. COBRAS--Won't have firm figure until event happens as amount is dependent upon participation; need 3-4 people each week from BRAC to assist with logistics
 - b. Team Evergreen--Mt. Evans and Triple Bypass assistance from BRAC earned sponsorship for 2017
 - c. Colorado Bike Law
 - d. Megan Hottman Law firm
 - e. Colorado Barrier
 - f. Dr. Buford
 - g. Rudy Project—will continue percentage rebate on sales
 - h. Great Divide—cash amount
 - i. Pactimo—will continue to provide State Championship jerseys; will provide numbers in 2017
2. New sponsors
- a. Bemer--produce pads and widgets to stimulate blood flow for injury recovery and performance enhancement; magnetic field therapy
 - b. FasCat Coaching—Frank Overton; quick and easy short term coaching plans; cross-training for specific events; \$1000 + profit sharing from plan sales
 - c. 1up Drones—(tentative) provide certified pilots for filming; \$500 for personal rider filming; available to RD's for course previews
- B. Non-returning sponsors
1. Nationwide (provided CX course tape), due to relocation of Garrett White
 2. Basil Doc's (provided a portion of race numbers), not interested in 2017
- C. Others
1. Suggestion to provide links to photographers on Results web page

Technical Committee Meeting report (November 6, 2016)

- A. USAC-State of the Union
1. Raising official's license fees \$10 to return to 2015 level for all except beginner officials (remains at \$25)
 2. New logo requires all officials to purchase new clothing for 2017
- B. BRAC-State of the Union
1. Officials—net gain of 0 in 2016 (gained 5 and lost 5)
 - a. Slight increase in retention
 - b. More officials worked as CR but fewer worked at CJ
 2. Conducted survey (13 responses out of 40 officials)
 - a. Most satisfied with job
 - b. Most plan on working 10-20 days (in 2016: 25% worked >20 days, 25% worked 10-19 days, 50% worked <10 days)
 - c. Suggestions for officiating program improvements
 - (i). More training i.e. CR/CJ specific class, consistent application of rules, consistent interpretation of fee schedules and invoicing
 - (ii). Mentoring programs, including feedback
 - (iii). Pre-race meeting with all officials and RD
 - (iv). Recognition and/or "thank you" gift for service to community



- (v). Free or discounted clothing
- (vi). Higher pay
- d. Misc. comments
 - (i). Expressed appreciation for higher pay scale than what USAC requires
 - (ii). More bearable workday
 - (iii). Camera at mid-week races
 - (iv). Sufficient staffing and time to train new officials
- C. 2017 Action Items
 - 1. Full day annual meeting with a CR/CJ class (February) and catered lunch (instead of dinner)
 - 2. Attendance at USAC National Officials Summit
 - 3. Pay increase to meet new minimum wage guidelines
 - a. \$10 increase for assistant officials to \$80/day
 - b. \$50 ½ day fee for all officials, including mid-week races (\$5-\$15 increase depending on position)
 - 4. Revise CR/CJ reports
 - 5. Better communication of benefits as listed on website
- D. Request to Board of Directors
 - 1. Support for officials fee increases (see C3a-b above)
 - 2. Line item in budget for program (\$3,000 total; \$300 increase from 2016)
 - a. Motion to pay \$75 registration fee for BRAC member-officials attending national summit in February approved unanimously (motion by Doug, 2nd by Susan)
 - 3. Outreach to clubs for new officials

Financial Projections and Budget

- A. Change in accounting principles
 - 1. Income received in December appropriated to year it's intended for, i.e. 2017 BRAC memberships received in 2016 will be credited to 2017
 - 2. Will make this year look worse on paper this year compared to both 2015 and 2017
- B. Biggest unknown is rider participation
 - 1. Decreases in road and CX were in the high single to low double digits, some races saw 20%
 - 2. Stephanie at USAC will provide final rider numbers, even if it's before rebate check is received
- C. Impacts in 2017
 - 1. Revenue losses
 - a. Colorado Springs velodrome will not be a part of BRAC in 2017, anticipate decrease in operational surcharges
 - 2. Expenditure decreases (yay!)
 - a. Credit card processing fees will be lower than ever due to a change in processors
 - b. Liability and property insurance will be about half of 2016 due to being overinsured
 - c. Accountant not being used as much due to Susan's input and Shawn learning Quickbooks
- D. Tentative 2017 budget
 - 1. Projected profit of \$8,000
 - 2. Discussion of unmet needs



- a. Line item for website support (professional fees)
 - b. Line item for State Championships support
 - c. Line item for outreach support (i.e. it's \$500 to pitch the BRAC tent at the high school MTB races)
 - d. Line item for marketing
3. Board members to submit additional ideas for use of profit by December 20

Junior Travel Grants

- A. \$5,000 budget
- B. Requests from Gage Hecht and Denzel Stephenson well within the budget
- C. Unanimously approved for requested amounts (motion by Lynn, 2nd by Michael M)
- D. Note: Hard copy request from Ross Ellwood received at mailbox by deadline, approved by ED after Board meeting; all requests still well within the \$5,000 budget

Road Season Calendar Decisions

- A. Discussion about protecting State TT Championship on June 17th; kicked around last year resulting in significant decrease in rider participation and income to BRAC
- B. Senior State Criterium Championships
 1. Requested by Wheatridge and Longmont
 2. Unanimously awarded to Longmont (motion by Rip, 2nd by Michael C)
- C. Senior State Road Championships
 1. Requested by Deer Trail and Salida
 2. Unanimously awarded to Salida (motion by Michael C, 2nd by Rip)
- D. Master State Road Championships
 1. Requested by Salida and Colorado Springs (Salida was OK with either Senior or Master)
 2. Unanimously awarded to Colorado Springs (motion by Susan, 2nd by Melisa)
- E. Junior State TT/Crit/Road Championships
 1. Requested by Rocky Mountain Challenge
 2. Tentatively approved provided the TT course meets required course length

Elections/Club Council Meeting/Race Groups

- A. Tabled due to lack of time

New Business

- A. Annual Club Council Meeting to be held January 21, 2017 (location and time TBD)



- B. Annual Club Council Meeting to be held in conjunction with CX Awards Party

Meeting Adjourned at 9:20 PM (motion by Lynn, 2nd by Melisa)

Action List Summary

- A. Shawn: Obtain final riders participation numbers from USAC
- B. Board: Submit 2017 budget suggestion by Dec. 20

Board Calendar

1. Board of Directors' Meetings—generally every 3rd Thursday, 6:30 – 8:30
 - a. ~~December 17: Armadillo Restaurant, Northglenn~~
 - b. ~~January: not held~~
 - c. ~~February 18: GR Capital~~
 - d. ~~March: home of Rip Mobus~~
 - e. ~~April: Southside Bar and Grill~~
 - f. ~~May: not held~~
 - g. ~~June: Anythink Library, Thornton~~
 - h. ~~July: home of Rip Mobus~~
 - i. ~~August 18: Barrel Bar, Denver~~
 - j. ~~September 21: GR Capital~~
 - k. ~~October 20: home of Rip Mobus~~
 - l. ~~November: not held~~
 - m. ~~December 1: home of Rip Mobus~~
 - n. January 12: GR Capital
2. Other Meetings/Gatherings
 - a. ~~CX Party (January 30)~~
 - b. ~~Officials' Meeting (February 20)~~
 - c. ~~CX Race Directors Meeting (February 24?)~~
 - d. ~~CX Town Hall meeting (April 14)~~
 - e. ~~Road Race Directors Meeting (October 27)~~
 - f. Race Groups Meeting (January 7)
 - g. Club Council Meeting (January 21)
3. State Championships
 - a. ~~June 5: Senior Road~~
 - b. ~~June 12: Senior Criterium~~
 - c. ~~July 17: Master Road Race~~
 - d. ~~July 23: Hillclimb~~
 - e. ~~July 31: Junior Criterium~~



- f. ~~August 6: Junior Time Trial~~
- g. ~~August 7: Junior Road Race~~
- h. ~~August 7: Senior/Master Time Trial~~
- i. ~~August 20: Junior Track~~
- j. ~~August 21: Master Criterium~~
- k. ~~August 27-28: Senior/Master Endurance Track~~
- l. ~~September 3-4: Senior/Master Sprint Track~~
- m. ~~December 10-11: 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