



## BRAC Board of Directors Meeting Minutes, 12/14/2017

### Agenda

- |                                |          |
|--------------------------------|----------|
| 1. Call to order and roll call | Doug     |
| 2. November Finances           | Shawn    |
| 3. Elections                   | Shawn    |
| 4. Road Cup Final Answer       | Everyone |
| 5. Budget (round 1)            | Shawn    |
| 6. LA Contract                 | Shawn    |
| 7. New Business                |          |
| 8. Adjourn                     |          |

### **Meeting called to order at 6:31 PM**

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

Doug Gordon (President)  
Rip Mobus (Vice President)  
Lynn Taylor (Secretary)  
Susan Adamkovics (Treasurer)  
Jon Heidemann  
Michael McGuinn  
Lance Panigutti  
Troy Reynolds

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

Melisa Link  
Kim Nordquist

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

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

### **Business Conducted between September 14, 2017 and this meeting**

- A. November minutes were approved by a majority of the members in attendance

### **Finances**

- A. Deficit due to higher than anticipated website costs and lower than anticipated revenue
1. Expenses were on track with budget; revenue was significantly decreased
- B. November finances unanimously approved (motion by Rip, 2<sup>nd</sup> by Doug)

### **Elections**

- A. 6 people are running for 5 available spots
1. Melissa Barker (National CX Champion, coach, Evol team member; Road Cat 2, CX Cat 1)
  2. Audrey Beebe (ALP Cycles member; Road Cat 4, CX Cat 3)
  3. Michael McGuinn (incumbent)



4. Jessica McWhirt (Communications Committee member, Pedal Racing member; Road Cat 3, CX Cat 4)
  5. Chuck Parsons (Tender Belly/Oskar Blues member; Road Cat 5, CX Cat 3)
  6. Karen Tourian (Petunia Mafia team member; Road Cat 4, CX Cat 4)
- B. 4 Board members not returning
1. Susan Adamkovics (Treasurer)
  2. Melisa Link
  3. Rip Mobus
  4. Kim Nordquist

### **Road Cup Policy**

- A. Omniums and Stage Races
1. Discussion on whether to create additional points scoring opportunity, i.e. 6 ways to earn points
    - a. Road Race
    - b. Criterium
    - c. Time Trial
    - d. Hillclimb
    - e. Omnium overall
    - f. Stage Race GC
  2. Individual events in omniums and stage races would count in Sections a-d above
  3. Omnium overall separate from Stage Race GC
    - a. Stage Race GC would get a 25% points bonus
  4. 3 races per Section a-f above would score points
    - a. Makes Cup less of an attendance award
    - b. Points competition should be closer, encouraging more participation to improve standing
    - c. Encourages Stage Race participation
- B. Simplify category names
1. Eliminate Senior, Master, Junior labels and replace with gender and age
  2. Easier for new riders to tell where they should race

### **2018 Budget, first look**

- A. Very difficult to predict revenue
1. Will rider-days and event-days continue to decrease at same rate as last 2 years?
  2. Team Evergreen would like to have their contribution considered a donation, rather than a sponsorship, as they cannot commit to anything until late in the year.
    - a. Shawn is working on restructuring relationship
  3. Sponsorship
    - a. ~\$25,000 already committed
  4. Website costs will be curtailed significantly in 2018
    - a. Volunteer has already reduced hosting costs, and solved a couple of programming issues
- B. Request from Board to analyze revenue by percentage and category



1. USAC rebate structure to change in 2018, which will influence analysis

### **2018 LA Contract**

- A. USAC looking to standardize contracts amount LA's, rather than having 34 different ones
- B. LA Rebate
  1. Current rebate: \$10/adult license + \$0.17/racer-day
  2. 2018 rebate: \$8/adult license + \$0.31/racer-day
    - a. All permitted events will count towards racer-days, i.e. clinics, Gran Fondos, etc
- C. Contract limits LA surcharges
  1. Concern expressed that generic fee structure doesn't fit all parts of the country; some need to charge more, some less
  2. Calendar date fee would not be allowed for other classes of events outside of Road, Track, and CX.
    - a. BRAC will consider fee for road, track, and CX to be a deposit, to be returned as a credit against surcharges upon completion of the event
- D. Shawn to address concerns with USAC
  1. Why are certain memberships not available for rebates? Why are officials, mechanics and coaches memberships not eligible for rebates?
  2. If the country operates on the free market system, why are they limiting charges?
  3. BRAC doesn't want surcharges restricted, where is it going? What if members agree to additional charges? Model assumes it costs the same to promote a race in all areas of the country when it

### **New Business**

- A. Separate Board meeting to focus on participation: increasing new riders and Women Pros

### **Action List Summary**

- A. Shawn
  1. Road Cup Policy draft
  2. Initiate revenue review
  3. Discuss LA contract with USAC
  4. Officials annual meeting: Feb 10th, time and place TBD

### **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: closed session, via phone~~
  10. ~~November: Peloton Cycles~~
  11. ~~December: home of Rip Mobus~~
  12. ~~January:~~
- 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 Cup / Track Cup Awards Party (September 30, downtown Denver)~~
  - g. ~~Road Race Directors Meeting (October 18)~~
  - h. ~~Club Council Meeting (February 3, 2018; Church Ranch Events Center)~~
  - i. ~~CX Cup Awards Party (February 3, 2018; Church Ranch Events Center, following CC meeting)~~
  - j. ~~Officials' Annual Meeting (February 10, 2018; TBD)~~
- 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