



BRAC Board of Directors Meeting Minutes, 10/20/2016

Agenda

1. Call to order and roll call Doug
2. Finances Susan
3. Financial Projections (budget) Shawn
 - a. Licenses from 12/1 in 2015
 - b. Officials' Program (TBD)
 - c. Radios
 - d. USAC rebates
 - e. Collegiate surcharges
 - f. Late fees for surcharges (?)
 - g. States TT
4. Travel Grants Shawn
5. Advisory Committees Shawn
6. Road Race calendar conflicts Yvonne
 - a. Collegiate philosophy
 - b. State TT
 - c. Club vs. RD
7. Race Director's meeting Shawn
8. New Business
9. Adjourn

Meeting called to order at 6:45 PM

Board Members present:

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

Board Members absent:

Jennifer Sharp

Staff present:

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

Business conducted between this meeting and last meeting (September 2, 2016)

- A. September 2016 minutes approved by unanimous email vote of a majority of the Board
- B. A special meeting of the Club Council was held at the Road Cup Awards party
 1. A majority voted in favor of the proposed Bylaw change to clarify how voting strength is determined
 2. The change allows each club to which a member belongs to count that rider as a member (i.e. if a rider belongs to one club for road season and a different club for cyclocross season, both clubs count that rider as a member).



Finances

- A. Facing a loss from operations
 - 1. Budget slash from last year resulted in a \$25,000 loss in surcharge revenue
 - 2. Projection is \$10,000-\$15,000 pending November and December finances
 - 3. Camps had \$12,000 in expenses and \$5,000 in income; \$7,000 loss is significant improvement over losses in previous years.
- B. Susan provided a variance analysis and Shawn documented answers to her questions
- C. CX Party expense to be moved to January 2017 to reflect new party date
- D. August financial statements approved unanimously (motion by Marco, 2nd by Rip)
- E. September financial statements approved unanimously (motion by Marco, 2nd by Rip)

Financial Projections

- A. \$10,000-\$15,000 projected loss in 2016; \$9000 in 2015 with \$25,000 more in income to work with
- B. Impacts
 - 1. USAC license fee accounting change
 - a. 2016 USAC license fees received 12/1/2015-12/31/2015 were attributed to 2015 income, not 2016, even though this income was for 2016 licenses.
 - b. Propose to account for 2017 license fees received 12/1/2016 – 12/31/2016 as 2017 income. The net effect is that 2016 income will be lower, but 2017 income will be more accurate.
 - 2. Officials program
 - a. Tech Committee to propose enhancements
 - b. Need to retain current officials and attract new ones
 - c. 2017 consideration = possible increase in expense
 - 3. Radios
 - a. Spent \$4,600 in 2016 to rent radios
 - b. System of providing at races significantly improved over previous years: 4 CR's managed them
 - c. Marco/Shawn used excellent cost-effective radios at Jingle Cross
 - d. Proposal to purchase 48 radios for \$2,400 (includes speaker mics and chargers. Repeaters or car mounts would be responsibility of RD)
 - e. Purchase of radios approved unanimously (motion by Doug; 2nd by Marco)
 - f. 2017 net effect = reduce radio expense by ~\$1,800 in 2017
 - g. Future years consideration: save >\$4,000 over rental even when individual radios need to be replaced
 - 4. USAC Rebates
 - a. Expecting \$6,000 for 4th quarter rebate
 - b. Rebates are delayed when RD's fail to pay their surcharges in a timely manner
 - 5. Collegiate Surcharges
 - a. 2016 Club Council approved motion put forth by some race directors to eliminate surcharges from collegiate and USAC riders in collegiate events
 - b. Resulted in a \$3,000 loss of revenue and no significant increase in rider participation



- c. Proposed Schedule of Fees change: retain \$0 surcharge on collegiate riders in collegiate events, and reinstate surcharge on USAC riders in UAC categories at Collegiate races
 - d. Collegiate races to receive protected dates to support collegiate cycling—they are limited to March and April events per USAC (collegiate national championships are the 2nd week in May)
 - e. 2017 net effect = increase income over 2017, support participation at collegiate events
6. Late fees for submitting surcharges
- a. RD's/clubs are submitting surcharges later and later, negatively affecting BRAC administrative functions and as noted earlier, unreasonably delaying receipt of USAC rebates.
 - b. Proposed Schedule of Fees addition: surcharges are due within 15 days of BRAC invoice receipt, \$100 late fee for every 2 week period that surcharges are late; late fees also incur "bad standing" designation for club/RD, which will impact future race date choice as well as voting rights.
 - c. 2017 net effect = \$0 if surcharges are submitted on time, increased BRAC financial accounting efficiency
7. State TT
- a. BRAC fundraiser, traditionally held the 2nd weekend in June
 - b. In 2016, moved first to accommodate Parker race, then moved again to accommodate Boulder Omnium
 - c. In 2016, experienced a \$4,450 in decreased revenue due to date shifts
 - d. As a BRAC event, it should get priority on the calendar
 - e. If a club/RD wants to hold State TT championships as part of another race, the TT distance must be USAC rulebook appropriate
 - f. 2017 net effect = increase in income, return to traditional BRAC fundraiser

Junior Travel Grants

- A. Need-based and merit-based
- B. Application format provided by Shawn was approved by Junior Committee

BRAC Advisory Committee

- A. Meeting on Tuesday, October 25th
- B. Discussion points:
 1. Reducing number of race starts
 2. Race Groups: type and combinations
 3. Cup philosophy, with emphasis on expanding beyond Boulder/Denver area

Road Race Calendar Conflicts

- A. Collegiates
 1. Restricted to events in March and April
 2. Need date protection to attract riders early season and to other parts of the start



3. Include as Cup events, with only 1 Cup event per weekend?
- B. State TT
 1. Will return to traditional date in June, 2nd weekend
 2. June date capitalizes on Cherry Creek participation
- C. Club vs. RD
 1. Clubs will be responsible for surcharge submission even if they hire an independent/outside Race Director
 2. Clubs with unpaid surcharges will be in bad standing per BRAC policy
 3. Race Directors with unpaid surcharges will be in bad standing per BRAC policy
 4. Clubs and RD's will be holding each other accountable for timely reporting and payment

Road Race Directors Meeting

- A. Thursday, October 27th, Rocky Mountain PBS
- B. Guest speakers:
 1. Stephanie Larson, USAC regional representative: Race Director programs offered by USAC
 2. Malcolm McCollum, Tulsa Tough RD: Growing a Local Event into a National Event
- C. Resolution of race date conflicts

New Business

- A. Melisa presented an example of a condensed racing schedule
- B. Discussion of having a Cat 2-3 option for SM
- C. Out-of-the-box idea for MM race groups: 40+ 1-2-3, 40+ 3-4, 40+ 4-5

Meeting Adjourned at 9:45 PM (motion by Doug, 2nd by Melisa)

Action List Summary

- A. Technical Committee to create list of program enhancements and budget for same
- B. Further refinement of 2017 budget

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:
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. Club Council Meeting (January 2017, 2nd half of month)
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