

FINAL

Minutes of the January 2, 2018 Meeting
of the
Board of Directors
of the
New York Cycle Club

Present were: Christy Guzzetta (President), Eden Weiss (VP Programs), Steve Musso (Treasurer), Jorge Negrin (Webmaster), Bob Gilbert (Special Events Coordinator), James Gilbert (Membership Director), Myles Lewis (PR Director), Gil Lavi (Content Editor), Michael Gately (A Rides Coordinator), Michael Roth (B Rides Coordinator), Julie Blackburn (C Rides Coordinator), Michael Weitzman (Escape New York Director-elect), Gabby Warshawer (Volunteer Coordinator) and Peter Storey (Secretary).

Christy called the meeting to order at 6:40 PM.

1. Approval of December Minutes.

On motion duly made and seconded, the minutes of the December meeting were **approved**.

2. Programs.

January's meeting will be titled "Owning a Bike Shop in 2018: The Challenges and Joys" and will be presented by Shepard Grinker of Tenafly Bicycle Workshop, who will sponsor the meeting.

February's meeting will be the SIG/STS/Racing & Dev. Team Introductory Meeting, and will be sponsored by R & A Cycles of Brooklyn. R & A has agreed to contribute twelve of their jerseys to the raffle.

Further Club meetings have been planned through July, and we have sponsors for all meetings through June.

3. Bye Bye to the Cars Ride; Gran Fondo New Jersey.

Eden reported on the Bye Bye to the Cars Ride on December 29th, in which a group of cyclists followed the last car out of Prospect Park. Nineteen cyclists showed up in 14 degree weather to say goodbye to car traffic in Prospect Park. Five news outlets, including the Post and NY1 covered the event, which so impressed DOT, that it did its own version this morning. Special thanks to the Prospect Park Community Committee (of which Eden is a member), Paul Steely White and TA, and others, for all their help in making this possible.

Separately, Eden reported that the 2018 NYCC team for Gran Fondo New Jersey has 25

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members signed up.

4. ***A Rides.***

Michael Gately reported that he is reaching out to A-SIG and A Classic graduates who have not already committed to lead rides.

5. ***President's Goals.***

Christy announced his goals for the Board and the Club for 2018 as follows:

(a) increased outreach to the membership, both existing and potential; this would include an email blast to all members to promote our SIG and STS series and the Racing Team, (b) promoting the Memorial Day Weekend, likewise with an email blast to all members, (c) ensuring that ALL members are adequately notified of the new feature whereby members can be notified of the posting of new rides, (d) upgrading our website, for which Christy has a number of ideas, and (e) working with the Ride Coordinators and the VP Rides to increase the number of rides available to members, especially on Sundays.

6. ***Events Calendar.***

The BSIG Graduation is now scheduled for May 15th and the CSIG Graduation for May 22nd. These are firm dates.

7. ***Website.***

Jorge reported that we started upgrading the website almost two years ago, and, even allowing for long dormancies, the process is roughly 70% finished. He estimated that the remaining work might well cost somewhere between \$20,000 and \$40,000, although he stressed that it was too early to tell. Jorge added that, given the number of unique and legacy items in our website, we have little choice but to continue with the developer we have been using.

Christy took exception to this, based on Jorge's cost estimate. Gil suggested we start by finalizing the design of the new website and then shop the development work to various developers for quotes. Mike Weitzman agreed: we need to start with an overall design.

Gil then gave a presentation on how the website is used. Most saliently, we overwhelmingly get new visitors who don't return. Of 88,000 visitors from the New York area in 2017, only 493 got all the way to the payment page indicating a serious interest in membership. Gil suggested greater prominence for the membership process and greater appeal to visitors who might be persuaded to become members. Generally, the vast majority of people arriving at the site click once or twice and then leave. We need to hold their attention. The new website should capture more data about visitors, placing cookies as necessary to aid in that effort.

Finally, a Design Committee was appointed consisting of the Content Editor, the PR Director, the Membership Director and the ENY Director. The Design Committee is charged with developing the design of the new website.

8. **Facebook.**

We have registered a page to replace the current group. We can link other groups (Racing Team, BSIG, etc.) to this page. Meanwhile, the main page will remain clean and moderated. Various groups will allow posting with levels of moderation (if any) depending on the group's wishes.

9. **Commercial Postings on the Message Board.**

Gil and Jorge suggested that a page be provided for ENY and Club meeting sponsors to advertise themselves and their wares. This would be similar to the current "Marketplace", and would be an exception to the overall goal that the website be kept generally free of commercial messages. The Board was supportive of this idea, and will return to the subject next month.

10. **Badges.**

Jorge intends to have these ready for next month.

11. **Treasurer.**

Current checking and savings balances total \$139,937.75. This has been sliding since October, largely due to late-posted ENY expenses. In fact, the current figure is almost identical to the corresponding figure for last year.

Steve was asked whether the \$1 introductory membership is having an effect. Steve said he would look into it.

12. **Incentives; Jersey Vendor.**

Gabby noted that, at the moment, we have no supplier for Club gear.

She reported that Castelli had given a presentation on what they could do for us. Unfortunately, Castelli would have only a limited selection in the Team Store and would have a finite monthly shopping window. There would be no opportunity for quality choice, because Castelli would be going out on a limb to print our gear on a batch basis and then sell it off slowly. Finally, Castelli is clearly looking for something like a "sponsorship" relationship, whereby Castelli would become the Club's exclusive apparel supplier, and, while Castelli would provide kit to our ride leaders, our leaders would be expected to wear it.

Christy asked Gabby and James get together and come up with a recommendation that we can discuss next month.

13. **MAMIL.**

Bob reported that he had explored the possibility of arranging a viewing of the

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film MAMIL (Middle Aged Men In Lycra) as a Club activity. Several Board members had heard of this film, and Bob described it based on his knowledge (he had not seen the film).

Christy took exception to this idea, based on concern that the film may portray older athletes in unflattering terms. After a lively discussion, it was agreed that Bob and Eden would try to arrange a private screening of the film and report back to the Board on the suitability of the film as a club activity.

14. ***Instagram.***

It was reported that Instagram followers have increased to 800 from 500. We have done some paid promotion. This is relatively inexpensive, and this has succeeded in driving some traffic toward our sites/pages.

The meeting then adjourned at 8:15.

Respectfully Submitted,

/s/ Peter K.Storey, Secretary