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Minutes of the April 3, 2018 Meeting
of the
Board of Directors
of the
New York Cycle Club

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

Christy called the meeting to order at 6:48 PM.

1. *Approval of March Minutes.*

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

2. *Election of Treasurer.*

On motion duly made and seconded, Bob was formally appointed Treasurer, and all actions previously taken by Bob in that capacity were ratified in all respects.

3. *Treasurer's Report.*

Bob reported that we have \$146,832.90 in all three accounts.

We are still transitioning from our personal accounts to business accounts at TD Bank. This is a slow, but desirable, process.

Bob also noted that he had distributed financial statements to the Board, and he invited any comments or questions. A copy of those statements was ordered filed with the minutes.

4. *C STS.*

Julie noted that the C STS is oversubscribed.

5. *Incentives.*

Jorge noted that the reprogramming for the Incentives program was finished. Gabby confirmed that holders of points earned in 2017 will be able to order up to three items.

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6. Programs.

The April meeting will feature Dave Neiswander of World Bicycle Relief. They distribute the "Buffalo Bicycle" in rural Africa for \$147 per bike (a Buffalo Bike will be at the meeting). World Bicycle Relief is also expanding into South America. The meeting will be sponsored by Paragon Sports.

There will be two meetings in May. The BSIG graduation will be held on May 15th and will be sponsored by Gran Fondo New Jersey. The CSIG graduation will be held on May 22nd and will be sponsored by Jamis Bicycles, who will donate a new carbon bike for the raffle.

Further Club meetings have been planned through the end of the year, although some sponsorship opportunities remain open.

Eden then noted that the Club's friend (and a former meeting presenter) Shep Grinker of Bicycle Workshop had invited the Club to participate in a project to document road conditions in the area north and west of Piermont. Peter volunteered to post the request and the relevant links to the Message Board.

7. Three Club Ride.

Gabby reported that the three-club ride will occur June 10th in Westchester. Train space for up to 75 riders will be arranged with Metro-North, and multiple routes will converge on a common lunch spot. The Board *voted* to appropriate up to \$750 to cover the cost of lunch for the NYCC participants.

8. ENY.

Mike Weitzman reported that this year's ENY routes have been just about finalized. This year there will be 25, 50, 75 (in lieu of 65) and 100 mile routes. Mike also reported that the ENY Committee is closing in on a jersey design. Arrangements with Eventbrite are coming together: in fact, four people have already signed up for the event.

It's not yet clear whether there will be leaders for all routes. One possibility is that led rides would be available for the 25 and 50 mile routes. Mike is also considering scheduling some training rides for August.

9. A Rides.

Michael Gately reported that there is lots of ride activity at the A level, but it is hard to find leaders as the SIG and STS have soaked up so many of them. Michael reminded the Board that the ASIG has been reconfigured to focus more on ride leading. He also would like to get together with the VP Rides and the other Ride Coordinators to see if the ride listing process can be simplified.

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10. SIG/STS Liaison.

The Board returned to Eden's suggestion to appoint a SIG/STS liaison to liaise with the various SIG and STS coordinators. Christy noted that the leading proposal was to have the VP Rides assume this function and suggested that, in Jerry's absence, the subject be tabled until next month.

11. Improving the Club.

Christy returned to the question of how we can improve the Club experience for members. Specifically, he posed the following thought experiment: what would we do as a Club if we had paid staff to do it? And then: How do we do that without paid staff? A wide-ranging discussion followed. Some favored a mini Board retreat with a professional facilitator to develop ideas. Jorge suggested we consider offering rides, instruction and similar services at below our current "C" level. Mike Weitzman pointed out that others were already doing those things, so there might not be much reason for the Club to do them too. Gil likes that the Club is already a great platform for members with ideas such as the DSIG to carry them out. He would like to widen and broaden that platform to accommodate more such ideas. Christy raised the idea of a new event: possibly a trip to the Blue Ridge or even abroad.

No action was taken at this time, but a committee was established consisting of Christy, Peter, Bob, Julie and Mike Weitzman to explore possibilities for a facilitated discussion.

12. Newcomers' Ride(s).

Bob reported that the permit is in place for the annual Newcomers' Ride on June 9th. Now we need routes and leaders, routes being the immediate need.

Later in the meeting, Gil raised the possibility of more newcomers' rides. He suggested that these be held quarterly or even monthly during the Spring and Summer and that they be styled "New Members' Rides". Peter agreed, saying that the important thing was to send an actual invitation to each new member to join in these rides, rather than assuming they will somehow hear about them. Christy agreed: even if we don't do more of these rides, we should send an email to every new member inviting them to participate in the annual ride.

13. Berkshires/Memorial Day.

Christy would like the Saturday dinner to be a rock and roll dance party. The problem is getting a sound system, which he estimates would cost \$500-\$650 if rented up there. Last year, we had 100 participants, so this would add \$5-\$6 to the cost of the dinner. Jorge said he had a sound system and was still considering whether he would attend the weekend.

14. Advertising

Peter noted that while the Board has often discussed issues arising from the Club's social media platforms, we have rarely discussed the possibilities for conventional advertising, whether in print or digitally. Gil emphasized the power and reach of social media, but noted that we have competition from other Clubs and groups, including commercial competitors such as Rapha and

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its Rapha club. We should expect to have to fight for members going forward. Mike Weitzman noted that conventional advertising typically needs to hit its targets five or six times to have any real effect. Others suggested partnering with Bike New York to teach classes or make a presentation at the Bike Expo as potentially effective ways to reach new member prospects. The discussion will continue at future meetings.

15. *Webmaster.*

Several members expressed concern that the Webmaster role has become overwhelming. Deadlines are being missed, and the requested number of Webmaster tasks has grown dramatically as the website has grown in complexity. After discussion it was agreed that Jorge would establish a ticketing system to prioritize website requests. Moreover, it appears that Jorge is unclear about the limits on his authority to spend funds on outside consultants to get jobs done. It was agreed that the Webmaster needs a real annual budget, as opposed to coming to the Board for big ticket *ad hoc* requests, and Bob and Jorge were directed to figure out what that budget should be.

The Meeting then adjourned at 8:50.

Respectfully Submitted,

/s/ Peter Storey, Secretary