

*Attending:*

Ellen Jaffe, Arden Rodgers, Eden Weiss, John Siemens, Bob Ross, Mindy Kaufman, Ellen Goldstein, Ken Barrows, Jeff Levine, Manuel Ordonez, Israel Forst, Jade Bailey Assam, Kate Moskoff

Meeting started at 6:30 PM and concluded approximately at 8:45PM

	<b>Topic</b>	<b>Summary of Discussion</b>	<b>Next Steps/Issues</b>
1	<i>Training Rides versus Cue sheet rides</i>	<p>We discussed the distinction of a training ride versus a cue sheet ride</p> <p>Ride leaders are allocated a half point for a training ride and a full point for a cue sheet ride</p> <p>The distinction was made in recognition of the effort required from the leader, including the length of the ride and the planning effort involved</p> <p>Traditionally,</p> <ul style="list-style-type: none"> <li>• Training rides included only Central Park loops, Prospect Park loops and River Road and back</li> <li>• Rides to the Market are cue sheet rides</li> </ul> <p>The point was made that, particularly for C riders, ride leaders for River Road Rides, should qualify for the full point</p>	<ul style="list-style-type: none"> <li>• We confirm that Central Park and Prospect Park rides are training rides</li> <li>• River Road rides are cue sheet rides?</li> </ul>
2	<i>Ride leader to rider ratio</i>	<p>What is a reasonable rider to leader ratio ? Should we limit leaders per ride ?</p> <p>For example, the Die Hard rides have 12 leaders for 50 riders, but they are willing to take a large group (so this is considered ok)</p> <p>We discussed whether or not an automated solution (limiting leader/participant ratios) is possible (it is possible, but might create more problems)</p> <p>We should probably suggest a range, (ratio of 6 to 8) but leave to the discretion of the ride coordinators</p>	<ul style="list-style-type: none"> <li>• Is it possible to get someone who has agreed to be a leader removed from the ride participant list?             <ul style="list-style-type: none"> <li>○ This is included in a package of items that Israel is addressing</li> </ul> </li> </ul>

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3	<i>West Point</i>	<p>We urgently need to identify a West Point coordinator</p> <ul style="list-style-type: none"> <li>• The incentive is that the coordinator stays in the Presidential suite</li> <li>• Ken is willing to help with some of the behind the scenes work needed to do room assignments</li> <li>• We would really like to see some new people involved</li> </ul> <p>It has previously been discussed that perhaps we should “refresh” the entire concept of the July 4 weekend</p> <ul style="list-style-type: none"> <li>• Does it have to be West Point ?</li> <li>• Are we committed to the traditional barbecue and the boat ride ?</li> </ul> <p>This weekend has never been a money maker for the club</p> <p>July 4 is a Thursday this year, and the weekend could potentially be a 4 day weekend</p> <ul style="list-style-type: none"> <li>• This increases the cost and the planning effort</li> <li>• We agree that we should stick to a 3 day weekend, hopefully, Thursday through Saturday, but dependent on availability of the Thayer</li> </ul>	<ul style="list-style-type: none"> <li>• Morene Bangel and Konstantin Janshvilli are going to serve as co-West Point coordinators</li> <li>• Ken to contact the Thayer and determine their availability</li> <li>• Bob to provide content to Israel for posting on web site</li> <li>• Israel to establish West-Point only e-mail address</li> </ul>
4	<i>Policy on minors</i>	<p>Should we allow minors to ride with the club?</p> <ul style="list-style-type: none"> <li>• Do their parents have to accompany them on the rides?</li> </ul> <p>Can we put some language in our by-laws and on the club application (requiring check box for minors and signature of parent/guardian)</p>	<ul style="list-style-type: none"> <li>• Arden has checked with our insurer (bottom line, there is no insurance reason why a minor can not be a member of the club, it is a question of club policy)</li> </ul>
5	<i>Volunteer activities</i>	<p>Jade is working on the plan for the volunteer party in March.</p> <p>We will be holding a karaoke party next month (per suggestion of Ron Weschler)</p>	<ul style="list-style-type: none"> <li>• The specific dates and locations will be communicated as soon as they are determined</li> </ul>

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6	<i>Sunday Sig</i>	<p>Can we consider having a Sunday Sig ?</p> <ul style="list-style-type: none"> <li>• There are a number of riders that would like to participate in the SIG, but can't ride on Saturday due to religious reasons</li> </ul> <p>Per Jade, most of the interested riders that she knows are high Bs or low As</p> <p>Potential issues include:</p> <ul style="list-style-type: none"> <li>• Sunday is the back-up day for the STS and regular SIG series (there might conflicts with trains)</li> <li>• The SIG is the "jewel" of the club, and we want any thing with SIG brand to maintain the established level of quality</li> </ul>	
7	<i>SIGs</i>	<p>SIG captains are getting their teams together</p> <ul style="list-style-type: none"> <li>• We generally look for about 8 participants per leader</li> <li>• We need to find leaders ....</li> <li>• SIG sign-up always maxes out</li> </ul> <p>Have we considered charging SIG participants ?</p> <ul style="list-style-type: none"> <li>• We could ask for a \$\$ commitment, which we would return after completion of the SIG or use the money to fund a graduation party</li> <li>• The point is to give SIG participants "skin in the game"</li> </ul> <p>Registration is less than a month away</p> <ul style="list-style-type: none"> <li>• Everyone wants to know "when/how do I sign up"</li> </ul>	
8	<i>Social Media</i>	<p>Jeff is working on a plan to promote the club on Social Media using live tweeting and Facebook</p> <p>Should Jeff put effort into promoting SIGS via Social Media ?</p> <ul style="list-style-type: none"> <li>• The concern is that too much demand will chase too little supply (SIGS quickly max out, even without social media promotion)</li> </ul>	

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9	<i>Use of NYCC logo</i>	<p>Can the NYCC logo be used on a jersey that will promote the Stephen Roche training camp session for the NYCC</p> <p>10 jerseys will be provided free of cost to training camp participants (distribution at discretion of Harv Bedi) and others can purchase jersey</p>	Yes , the board is ok with this (the trademark symbol must be used)
10	<i>Upcoming club meetings</i>	<p>Eden outlined a schedule for upcoming club meetings:</p> <ul style="list-style-type: none"> <li>• February: introduction to the SIGS/STS (sponsored by Bar Mitts)</li> <li>• March: Mikael Hansen (sponsored by Castelli) on training</li> <li>• April: a round table panel discussion titled “Cycling and Governance, - an Important Collaboration”. The panel will include: <ul style="list-style-type: none"> <li>○ Paul Steely-White, CEO of T.A.,,</li> <li>○ Captain Jessica Corey, Commander of the Central Park Precinct</li> <li>○ A representative of the DOT</li> </ul> </li> <li>• May: C Sig Graduation</li> <li>• June: B Sig Graduation</li> <li>• July: Paul Levine, founder of Signature Cycle, will present on bike fitting</li> </ul>	

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11	<i>Incentives</i>	<p>John Siemens gave an update of incentives. The following topics were discussed:</p> <ul style="list-style-type: none"> <li>• Keeping an online shopping window open year round for NYCC gear.</li> <li>• Possibility of having certain NYCC items available for non-NYCC members to purchase.</li> <li>• Revisiting the incentive point value to reward relationship.</li> </ul> <p>It looks like expected payments for 2012 are much higher than 2011. Per John:</p> <ul style="list-style-type: none"> <li>• There is a big change in how ride leaders are rewarded in 2012. In 2011 a member that led 12 or more rides received a ride leader vest. In 2012 members earned points, which can be cashed in for various NYCC items, so there is the possibility for one member to cash in their points for multiple items.</li> <li>• There was also an increase in ride leadership. In 2011 there were 76 ride leaders that earned a vest. In 2012 there are 106 members who earned 12 or more points for leading rides.</li> </ul>	
11	<i>Treasury</i>	Arden gave a summary of club finances	

<b>NYCC Balances</b>	12/31/12
Checking	15,812
Internet Money Market	23,745
Bank Subtotal	<u>39,557</u>
Money To Deposit	115
Credit Card Liability	<u>(609)</u>
Net	<u>39,063</u>
<b>Bank Totals ex-ENY</b>	<b>35,401</b>