

Attending:

Jeff Levine, Eden Weiss, John Siemens, John Semel, Arden Rodgers, Kate Mostkoff, Skip Ralph, Claire Mordas, Manuel Ordonez, Israel Forst, Bob Ross and Ellen Goldstein

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

	Topic	Summary of Discussion	Next Steps
1	SIGS/STS	<ul style="list-style-type: none"> • SIG/STS leaders need to get schedules in so we can identify train requirements and avoid/minimize conflicts • Kate needs to provide Hank a list of Metro North requirements by beginning of February • If rides get pushed to Sunday, leaders are on their own with respect to train scheduling • Leaders have yet been established for BSTS 	
2	New Club Jersey	<p>The new club jersey design (included requested modification) has been submitted into production.</p> <ul style="list-style-type: none"> • The cost for the basic jersey will be \$75. The same as cost for the current jersey • John will ask Champion to provide a fit kit at the January meeting. A higher quality material can likely be selected at a higher cost • Old jerseys will remain available for purchase by club members on line • The new jersey will be used for incentives (as orders are dependent on bulk purchases) 	
3	Incentive Points	<p>How much are we investing in incentives and what are we getting out of it?</p> <ul style="list-style-type: none"> • We have spent a bit north of \$6K on incentives since the program began • We have limited data available to determine what we are getting out of incentives • Per John, some leaders have been motivated to get jacket via incentive points. Other than that, not much evidence of explicit motivation to receive free stuff • Incentive awards are definitely a nice thank you to ride leaders • Given current manual approach, it is a fair amount of effort to keep track of/manage the point awards across club membership • Having started the program, it may be difficult to close the door 	

	Topic	Summary of Discussion	Next Steps
4	Incentives for SIG/STS leaders	<ul style="list-style-type: none"> • Should Sig leaders be awarded a fixed number of points (as opposed to awarding points only for specific rides led)? NO • What about for scouting rides? YES • How about a cap for all leaders (with no identification of A versus B versus C) YES, great idea <ul style="list-style-type: none"> ○ Can we place the order now, so we will have them at start of the season? ○ If we buy in bulk we reduce costs and we can hold and distribute as needed 	
5	Club Weekends	<p>Jerri Weinstein has agreed to lead on the Berkshires weekend.</p> <p>West Point:</p> <ul style="list-style-type: none"> • Our loss for 2013 was reduced to \$3K (versus \$10K originally projected) as the Thayer was able to rebook a portion of the rooms • For 2014, we have booked a block of rooms, although fewer than the rooms held for 2013 <ul style="list-style-type: none"> ○ We are fine if they sell out quickly (there is a Holiday Inn down the road) ○ July 4 for 2014 is a 3 day weekend (unlike 2013) 	
6	Club Meetings	<p>Eden reported that:</p> <ul style="list-style-type: none"> • At the December meeting <ul style="list-style-type: none"> ○ John Eustace will speak on why is professional cycling important to recreational riders ○ Results of the election will be announced by George Arcola ○ Bellwether has donated more than 1 thousand • At the January meeting <ul style="list-style-type: none"> ○ The main topic is common ground for the bike lobby. We will have representatives of the TA and BTCNJ ○ We will also hear from our newly elected President ○ 15 pairs of Bar Mitts will be available • Paul Levine will speak in March 	
7	Future Elections	<ul style="list-style-type: none"> • We should establish a forum for candidates in future elections to establish their views on the club, reasons for running <ul style="list-style-type: none"> ○ Currently, George runs an ad hoc election committee ○ This year we did not set a direction or protocol, and if we had, we might well have avoided the confusion on the message board ○ Maybe we can have a presentation from candidates at a club meeting (timeline would have to be considered, so, for example, voting would take place for a 1 week period following the meeting) 	

	Topic	Summary of Discussion	Next Steps
8	Club Finances	<p>We should consider, are we spending too much and are our reserve levels adequate?</p> <ul style="list-style-type: none"> • Since 2008 we have doubled income and expenses, but reserves have remained flat. Membership has been constant • In 2008 we had \$89K of income and \$85K of expenses. Our bank balance was \$37K • In 2013 YTD we have \$165K of income and \$121K of expenses. Our bank balance is \$39K • Arden is concerned that something like an unanticipated loss or liability issue from a club event could seriously threaten the club's financial position 	Arden to speak to contacts in non profits and get a feeling for how reserves are managed and what is considered a reasonable level of reserves
9	ENY	<p>Since the inception of ENY, profits have been fully donated to charity. Should this be the case going forward?</p> <ul style="list-style-type: none"> • The ride is marketed to riders and sponsors as a charity event. • ENY uses club resources (web site, insurance) but currently incurs no expenses for these resources • The selection of the beneficiaries of ENY proceeds has always been made by the ENY Committee. This has always been an important consideration in attracting and rewarding ENY Committee members for the tremendous amount of time and effort contributed by each of them in planning and executing Escape New York. • ENY's ability to attract sponsorship is directly related to the charitable nature of the event and choice of beneficiary organizations, which are advertised to potential sponsors. • Escape New York provides valuable tangible and intangible benefits to NYCC in terms of: <ul style="list-style-type: none"> ○ offering the Club unique marketing, publicity, and branding opportunities (i.e. Active.com mailing list of 6,000+ names), ○ promoting camaraderie among the NYCC membership, ○ raising the profile of NYCC in the general cycling community through ENY itself and through the charitable contributions of ENY to organizations and programs supporting cycling generally in the metropolitan New York area, ○ fostering good will and conveying NYCC's appreciation through charitable donations to local organizations through which ENY is routed and through which NYCC members ride year-round. • This year, we attempted to use ENY to directly increase club membership <ul style="list-style-type: none"> ○ Membership did peak, but then came right back down (3 month memberships purchased as part of ENY registration were not extended) ○ We can potentially improve on this year's experience 	

		<p>(process could be improved)</p> <ul style="list-style-type: none"> • Potential tax issues (some cap on taking income from non-members) are moot since, to as part of entrance fee, we included club membership • ENY is supported by volunteers from the club that may be unaware that NYCC gets no direct benefit from ENY • If ENY lost money for whatever reason, the club would own the liability • To enhance ENY profits, we can eliminate Active.com and save the cut that they take from pre-registration • There are three potential paths to consider: <ol style="list-style-type: none"> 1. Keep ENY as is 2. Determine some allocation method of club expenses to ENY, for example: <ul style="list-style-type: none"> ○ charge \$5K representing a significant portion of 2013 web development and insurance costs, reducing ENY 2013 profits from \$33K to \$28K, which could then be fully donated to charity) ○ The club takes some portion of ENY profits 	
--	--	--	--