

Attending:

Eden Weiss, John Siemens, John Semel, Arden Rodgers, Kate Mostkoff, Skip Ralph, Claire Mordas, Manuel Ordonez, Israel Forst, Bob Ross, Neile Weissman, Susan Sun, Gal Natal, Brian Van Nieuwenhoven, Gwynna Smith, Sabina Eberle and Ellen Goldstein

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

	Topic	Summary of Discussion	Next Steps
1	Club Events and Weekends	<p>Bob Ross distributed a schedule of events traditionally held by the club to facilitate planning efforts</p> <p>Club Weekends</p> <ul style="list-style-type: none"> • Gerry Weinstein has agreed to be the coordinator for the Berkshires weekend • A coordinator for the July 4th weekend had not yet been found. Bob recommends that finding a coordinator be one of the first orders of business of the 2013 board <p>Berkshires</p> <ul style="list-style-type: none"> • Gerry is already in touch with Rayna, who has coordinated the events for the past several years • We need to make decisions about the organized dinner <ul style="list-style-type: none"> ○ Many people participate in cocktail hour which always has a lot of energy, but not in the dinner that follows ○ This past year, we tried a new restaurant, but feedback was generally not positive ○ Last year we considered, but did not go ahead, with the plan to have drinks only at Fiori’s in Great Barrington (people staying in Great Barrington can walk) • John Semel has many of the cue sheets loaded into GPS and can serve as a general ride coordinator • We want to simplify logistics and make the event more inviting to new club members and people who don’t know that many people in the club <ul style="list-style-type: none"> ○ Many think this weekend has an “intimidation factor” • John is looking into the potential for a charter bus: <ul style="list-style-type: none"> ○ He is considering various options, for example, take people and bikes and luggage, take luggage only ○ Would look to be revenue neutral or to have a small amount of revenue generation • Can someone coordinate available housing options ? <ul style="list-style-type: none"> ○ In the past, Gary McGraeme and Paul Hoffer drummed up enthusiasm for this weekend as part of the CSTS ○ They actively booked rooms. ○ Unless someone is going to fill that role, we may not be able to improve beyond communicating hotel options, as has always been done 	

	Topic	Summary of Discussion	Next Steps
1	Club Events and Weekends (continued)	<ul style="list-style-type: none"> • Should this weekend be a package deal like West Point ? <ul style="list-style-type: none"> ○ Probably not, too much effort to coordinate and also limits optionality and potential for low budget approach • We should start communicating about this event early next year <ul style="list-style-type: none"> ○ Dynamic web page with hotel recommendations and highlights from routes. ○ We can put the information packet on-line sooner (as compared to last year) ○ Eden can include promote weekend events at monthly club meetings ○ Kate can bring up the need to promote club weekends at SIG Summit 	Brian to put together an operational manual
2	SIGs	Kate is planning to hold a SIG Summit in January or February	
3	Volunteer Recognition	<p>We need to select a date for the volunteer recognition party, typically held in February</p> <ul style="list-style-type: none"> • We have always used a self selection process: • E-mail goes out to club members asking for brief description of qualifying volunteer activity • They respond, and if approved they are invited • Kate will begin this process, after the Christmas party ☺ 	
4	Scheduling Conflicts	<p>This year we want to do a better job of anticipating and preventing conflicts between events, for example the 9W cleanup ride and an MS ride took place on the same day at the same place</p> <p>Neille is working on using Google calendars to establish tools to coordinate and monitor activity</p>	
5	Holiday Party	<p>We have only 31 people signed up. We are putting in a half order for food and we will not have a band</p> <p>TA party is the same evening and theirs is free</p> <p>Will we present ENY checks at the holiday party?</p> <ul style="list-style-type: none"> • last year we presented check to “I Challenge Myself” • other main recipients (Recycle a Bicycle) received checks at their holiday parties 	Claire to reach out to representative of I Challenge Myself to see if they can attend NYCC holiday party
6	ENY donations	<p>ENY donations will go to:</p> <ul style="list-style-type: none"> • Recycle a Bicycle • I Challenge Myself • Closter Volunteer Ambulance Corp 	

		• Saddle River Police Benevolent Association	
	Topic	Summary of Discussion	Next Steps
7	Financial State of the Club	<ul style="list-style-type: none"> • Per Arden, we would like to have significantly more reserves: <ul style="list-style-type: none"> ○ to provide an cushion (for example, if funds are needed as per this year’s obligation to the Thayer Inn) ○ To allow the board flexibility to pursue initiatives • We have generally, over the past few years, spent as much as we made, but reserves, as a percentage of expenses have roughly stayed the same <ul style="list-style-type: none"> ○ In 2008, our income was \$90K, our expenses were \$85K and our reserves were \$33K ○ In 2013, our income is \$168K, our expenses are \$128K and our reserves are \$39K • We are not a charity, we are a 501C7 <ul style="list-style-type: none"> ○ We can have fund raisers, but people who donate will not be allowed any tax benefit from donating ○ There is no limitation on what we can keep in the bank • Does a new member add to revenue? <ul style="list-style-type: none"> ○ Yes, our costs are primarily fixed (for example, web site development) ○ Membership, follows a seasonable pattern, but generally has remained fairly constant for years ○ Auto-renew, to retain membership, should be put in place (this will require that we “secure” the web site, which will cost \$600 recurring annually) 	
8	Alternatives for Raising Funds	<p>We could charge for participation in the SIGS/STS</p> <ul style="list-style-type: none"> • If we assume (conservatively) 400 participants, a \$25 registration fee would generated \$9,000 • This is in line with other bike events • Making participants have “skin in the game” would potentially promote attendance • Would we still have flexibility to kick people out ? <ul style="list-style-type: none"> ○ Yes, if they are not able to keep up with the group, we would move them down as appropriate ○ We would make the rules clear at sign-up <p>It can be argued that the SIGS are worth much more than \$25, and that \$100 or more would not be unreasonable</p> <ul style="list-style-type: none"> • Would such a move change our NYCC brand ? • We don’t want to knock out people on economic reasons • How far can we move the model (change management) <p>What is the right \$\$ number ?</p>	

	Topic	Summary of Discussion	Next Steps
8	Alternatives for Raising Funds (continued)	<p>Of note, the only SIG that sold out this year was the C SIG, and that is largely due to the limited number of leaders</p> <p>Of note, Port Authority operates many facilities, but only 3 are profitable (those 3 fund everything else)</p> <p>Participation in SIGS should not be more than club membership.</p> <p>What if we raised membership fees?</p> <ul style="list-style-type: none"> • We did that fairly recently (2012) and it caused a lot of discussion • There will be resistance to another increase <p>A motion was put forth and seconded to vote on allowing a \$25 Registration Fee For Participation in any of the 2014 SIG Programs</p> <ul style="list-style-type: none"> • this charge would be explicitly/overtly be denoted as a Registration Fee for covering administrative costs associated with sign-ups, *not* an "admission price" for participating in the SIG). • we put forth the possibility of this fee understanding that if there is significant pushback from the SIG Captains, we don't necessarily have to implement this fee, <p>Vote passed 9 to 3 (with 4 Board members absent).</p>	<p>Proposal for registration fee to be discussed with SIG captains</p>

