

*Attending:*

Eden Weiss, John Semel, Kate Mostkoff, Skip Ralph, Claire Mordas, Israel Forst, Bob Ross, Neile Weissman, Susan Sun, Gal Natal, Brian Van Nieuwenhoven, Sabina Eberle, Jeff Levine and Ellen Goldstein

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

	<b>Topic</b>	<b>Summary of Discussion</b>	<b>Next Steps</b>
1	<b>Ride Leaders</b>	<ul style="list-style-type: none"> <li>• How can we encourage people to lead rides ?                             <ul style="list-style-type: none"> <li>○ There seems to be a higher percentage of A-SIG graduates leading rides versus B or C SIGs</li> <li>○ Perhaps this can be attributed to George (leader of A-SIG), who drills the expectation that graduates are supposed to lead rides into SIG participants throughout the SIG</li> <li>○ One thought is for experienced leaders to invite SIG graduates to serve as co-leaders</li> </ul> </li> </ul>	
2	<b>Club Activities Planned or Under Development</b>	<ul style="list-style-type: none"> <li>• John has obtained 20 seats to see a minor league baseball game at Coney Island (Cyclones versus SI Yankees) in June                             <ul style="list-style-type: none"> <li>○ Seats are \$20 and include a free cap</li> <li>○ Game is at 7:00 PM, so this will not be a ride</li> </ul> </li> <li>• Similar to the traditional club evening in a bar watching a leg of the Tour de France, John is planning an evening to watch a stage of the GIRO and perhaps the Paris Roubaix (not sure if this is televised)</li> <li>• We will hold an education section on the club’s Berkshires weekend. John is working on arrangements to have a van to transport people and/or luggage to the Berkshires</li> </ul>	
3	<b>Club Party</b>	<ul style="list-style-type: none"> <li>• We have approved the motion to combine the holiday and the volunteer party                             <ul style="list-style-type: none"> <li>○ Last year’s holiday party cost approximately \$4,400, was poorly attended and unfavorably reviewed and resulted in a \$2,100 loss to the club</li> <li>○ Anyone can attend this new club party, but volunteers (that meet a revised standard for classification as “volunteers”) can attend for free</li> <li>○ Neile, in discussion with John, has:                                     <ul style="list-style-type: none"> <li>▪ established a budget of \$35 per person</li> <li>▪ decided that this party will be in January or February</li> </ul> </li> </ul> </li> </ul>	

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4	<b>Incentive Points</b>	<ul style="list-style-type: none"> <li>• Neile and Sabina circulated two proposals for points awards for the club’s incentive program <ul style="list-style-type: none"> <li>○ Neile’s incorporated the idea that members redeem “points” to attend club party as volunteers (at no cost)</li> <li>○ Both proposals, including costs for approved volunteers to attend the holiday party at no cost, assume an estimated \$8k allocation of funds (it was agreed that a motion was not necessary for this allocation)</li> </ul> </li>   <li>▪ The potential objectives of the incentives points system were discussed: <ul style="list-style-type: none"> <li>○ We want to incent club members to lead rides and volunteer for other club activities</li> <li>○ We want to have a scheme that can not unexpectedly result in a significantly larger than projected expense to the club</li> <li>○ We want a system that is reasonably simple to understand and to manage</li> </ul> </li>   <li>▪ A number of points were raised <ul style="list-style-type: none"> <li>○ People that have been around the club for awhile may not want more stuff</li> <li>○ Per Kate, potential C ride leaders have noted, in recent conversations, their motivation to get the Jersey (via points) this year. Given that promoting C ride leaders is highly desirable, we don’t want to take that away as an incentive</li> <li>○ Some discussion of total points awarded for the year. <ul style="list-style-type: none"> <li>▪ There were more than 3,000 rides last year, and the number of rides continues to increase</li> <li>▪ Leaders still get a point for cancelled rides</li> <li>▪ Can’t have two ride leaders for a ride with less than 6 people (we agreed in 2013 that the ride to leader ratio should not be less than 6)</li> </ul> </li> <li>○ Outside of leading rides, members have limited opportunity to earn incentive points <ul style="list-style-type: none"> <li>▪ The only other volunteer opportunities are the Clean-up ride and serving at the All Class Ride (ENY has its own volunteer party)</li> <li>▪ we are reluctant to classify ride leaders as “more useful” than other volunteers</li> </ul> </li> <li>○ Maybe we should not combine the club party with the incentive points system <ul style="list-style-type: none"> <li>▪ Fix one thing at a time ?</li> </ul> </li> </ul> </li> </ul>	

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5	<b>Incentive Points (continued)</b>	<ul style="list-style-type: none"> <li>• How about a simple approach (as we used to have) <ul style="list-style-type: none"> <li>○ We will have 1 item to give away .. how about the vest ?</li> <li>○ Allow members to accrue points, but the most they can get is the vest (per current scheme, points are tabulated and incentives awarded at the end of year and points can not be rolled over)</li> <li>○ We set target expenditure .. what we spent last year or we can average 2012 and 2013</li> <li>○ We can rotate the 1 item</li> </ul> </li> </ul>	Sabina to come back with a proposal and a target expenditure
6	<b>Web Site Developments, Auto Renew and Potential Adjustments to Membership Fees</b>	<ul style="list-style-type: none"> <li>• Israel described recent web site developments <ul style="list-style-type: none"> <li>○ we “moved” current membership and expired membership data to new platform <ul style="list-style-type: none"> <li>▪ we can call this a successful migration.. no one realize it changed until it changed</li> </ul> </li> <li>○ Per membership data, our current rate of attrition is roughly 50% <ul style="list-style-type: none"> <li>▪ we have 12 life time members</li> <li>▪ 2,000 current members</li> <li>▪ 1,100 expired members</li> </ul> </li> <li>○ This data does not include the population of ENY riders that got a temporary 3 month membership as part of signing up for ENY</li> <li>○ The new auto-renew function is ready and can be turned on <ul style="list-style-type: none"> <li>▪ New members choose either a 1 year membership, or a 1 year auto-renewal membership</li> <li>▪ Existing members “opt in” to auto-renew (they have to check a box)</li> <li>▪ We agree to turn on auto-renew at the current membership fee of \$30 (we will not, at this time, set a financial incentive to sign up for auto-renew)</li> </ul> </li> <li>○ We will turn on credit card functionality (replacing PayPal) after SIG registration in February or March</li> </ul> </li> <li>• Neile would like to consider a dues adjustment for new versus existing members <ul style="list-style-type: none"> <li>○ He would like the gap to be wide, say \$35 to \$28</li> <li>○ We would implement all changes to membership fees at one time (gap for new membership versus renewal and standard renewal versus auto-renewal)</li> <li>○ We recognize that any change to membership fees requires approval by club membership</li> </ul> </li> </ul>	Evaluate if this idea is technically possible

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7	<b>Club membership</b>	<ul style="list-style-type: none"> <li>• Can we get an update on club membership ?</li> </ul>	Gal to provide
8	<b>Ride Sign-up Sheets</b>	<ul style="list-style-type: none"> <li>• Skip brought up that ride sign-up sheets have gotten cumbersome to work with (particularly on a smart phone) <ul style="list-style-type: none"> <li>○ This is due, in part, to the availability of notes on rider participants from other leaders</li> </ul> </li> <li>▪ Should these notes be available ? <ul style="list-style-type: none"> <li>○ Everyone gets ride incident reports</li> <li>○ What else do you need to know ?</li> <li>○ Does e-mail suffice ?</li> </ul> </li> </ul> <p>This functionality will be turned off, as it made sign-up unwieldy</p>	We will take a month to ponder this and revisit next month
9	<b>Hot-line</b>	<ul style="list-style-type: none"> <li>• What about having a hot line for complaints from riders ? Sounds ok .. but who will be responsible for answering ?</li> </ul>	