

NYCC Board of Directors Meeting

Tuesday, March 5, 2013

Attending:

Ellen Jaffe, Eden Weiss, John Siemens, Bob Ross, Mindy Kaufman, Ellen Goldstein, Ken Barrows, Jeff Levine, Manuel Ordonez, Skip Ralph, John Seimans, Arden Rodgers

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

	Topic	Summary of Discussion	Next Steps						
1	<i>Upcoming club meetings</i>	<p>Eden has scheduled programs for all 2013 club meetings through October and has sponsors signed up for all but the September meeting:</p> <ul style="list-style-type: none"> • March: Mikael Hansen (sponsored by Castelli) on training • April: a round table panel discussion titled “Cycling and Governance, - an Important Collaboration”. The panel will include: <ul style="list-style-type: none"> ○ Paul Steely-White, CEO of T.A.,, ○ Captain Jessica Corey, Commander of the Central Park Precinct ○ A representative of the DOT (Josh Benson, Director of Cycling and Pedestrian programs) • May: B Sig Graduation, sponsor is Gran Fondo, NJ • June: C Sig Graduation, sponsor is Jamis Bicycles (a new carbon bike will be raffled off) • July: Paul Levine, founder of Signature Cycle, will present on bike fitting. Sponsor is Signature Cycle • August: ice cream social (no sponsor) • September: Steve Vaccaro on what you need to know before you crash (still working on sponsor) • October: Emilia Crotty of citi Bike Share will be the featured speaker and citi bike share will also sponsor the meeting. • November: still planning 							
2	<i>Update on club Financials</i>	<p>Per Arden:</p> <ul style="list-style-type: none"> • We currently have approximately \$50K in the bank, with \$12K coming from membership fees associated with SIG sign-ups • These stats are roughly consistent with last year • This week’s volunteer party will cost about \$3K <p>As of 3/5/2013</p> <table style="margin-left: 20px;"> <tr> <td>\$50,679.36</td> <td>bank account totals</td> </tr> <tr> <td>\$ 699.97</td> <td>credit card liabilities</td> </tr> <tr> <td>\$49,979.39</td> <td>Net balance</td> </tr> </table>	\$50,679.36	bank account totals	\$ 699.97	credit card liabilities	\$49,979.39	Net balance	
\$50,679.36	bank account totals								
\$ 699.97	credit card liabilities								
\$49,979.39	Net balance								

	Topic	Summary of Discussion	Next Steps
3	<i>Ride to Leader Ratio</i>	<p>Per Skip, it would be helpful to formalize the approved club rider to leader ratios</p> <ul style="list-style-type: none"> • We agree that this ratio should be set at 6, subject to special circumstances to be approved by ride coordinators • This club policy will now be published in the e-weekly and posted on the ride submission page • Ride coordinators will now be able to easily refer ride leaders to an “official” policy 	
4	<i>Out of Bounds</i>	<p>Per Ken, it would be great to have the Out of Bounds calendar to incorporate some of the functionality now used to process club rides on the web site</p> <ul style="list-style-type: none"> • Can we get potential submissions sent for approval to ride coordinators • Then after approval, have key details available for easy web access, with links to sign-up etc • There are many great rides available that club members might be interested in • Even so, important to have the right process/controls around this, to avoid having a lot of junk on the web site 	This item is already on the to-do list
5	<i>Can we have a single SIG classification ride ?</i>	<p>Per Ellen J, it would be great, if we could have a single classification ride, and thus route riders to the most appropriate program</p> <ul style="list-style-type: none"> • We have considered this idea in the past, but never got it going • We note that there are a number of fast riders (as measured by the time for 3 or 4 loops in Central Park) that have signed up for the C-SIG and a number of slow riders that have signed up for the B-SIG • There are other issues to consider in addition to ride speed (for example, a faster rider may prefer the ambiance/style of a C ride) • Also there are timing issues: by the time the C-SIG starts, the B-SIGs have been riding for 3 weeks • Also there are timing issues: by the time the C-SIG starts, the B-SIGs have been riding for 3 weeks • Fred Leffel and Lisa Helburn, this year's B-SIG and C-SIG coordinators are working together to make appropriate rider transfers between their respective groups 	We should revisit this as the 2014 SIG series approach

	Topic	Summary of Discussion	Next Steps
6	<i>Club Archive</i>	<p>Ellen J brought up the potential benefits from keeping an active club archive</p> <p>What would you want to be able to see if you were looking for great material for the club's 100 year anniversary?</p> <p>e-weeklies and photos are great, but they don't always tell the whole story</p> <p>We used to have a publication that included a gossip column that people loved</p>	Can we find a resource for such an effort ?
7	<i>Bike Summit</i>	We approve the expense of the club paying for Neil Weisman's registration fees for Bike Summit (about \$450)	
8	<i>Feedback from SIG Sign-up Survey</i>	<p>Jeff reported on feedback from SIG sign-up survey: "tell us about your cycling experience"</p> <ul style="list-style-type: none"> • Responses ranged from a long story to a few words • Jeff has shared these responses with SIG leaders <p>"did you join the club because of the SIG ?"</p> <ul style="list-style-type: none"> • About half respondents replied yes • Within that, C SIG was about 2/3 yes and A-Classic was about 1/3 <p>"How did you hear about the SIG ?"</p> <ul style="list-style-type: none"> • Majority of A participants heard about A-SIG from participating in another SIG • Majority of C participants heard about C-SIG from the web site <p>"Have you ridden outside of NYC ?"</p> <ul style="list-style-type: none"> • 90% responded yes (very surprising) <p>We should keep in mind that the SIG is a lot of people's gateway into riding. The SIGs should be prominently featured on the web site all year, cause all through the year, there are probably people wondering how they might get into riding</p>	

	Topic	Summary of Discussion	Next Steps
9	<i>Twitter and Facebook</i>	<p>Jeff has so far found, that club members are more interested in Twitter than in Facebook</p> <ul style="list-style-type: none"> • Facebook seems to lend itself to smaller groups. For example, the A-SIG has a Facebook page that is very active <p>We can consider giving sponsors links on our Facebook page, but we want to avoid being commercial ...</p>	
10	<i>Membership</i>	<p>Per Mindy, club membership is 2,195, which is about where it was last month (2,189)</p> <p>Ellen J noted that many memberships expire around this time and that actually, membership is significantly up (last year at this time of year membership was about 1,800)</p>	
11	<i>Youth Policy</i>	<p>Mindy is still researching other club policy's towards youth membership</p> <ul style="list-style-type: none"> • Westchester Cycle Club • Bike Club of Central NJ <p>We think that 15 is the right minimum age and that riders below 18 must be accompanied by apparent</p>	
12	<i>NYCC Merchandise</i>	<p>Per John</p> <ul style="list-style-type: none"> • We would like to see links to vendors for club merchandise on web site, so that members can order directly • There has not been much recent sales activity <p>We set the pricing (Champion tells us wholesale cost and then we decide the retail pricing that members are charged)</p> <ul style="list-style-type: none"> • Product development time is about 6 weeks • We set the quantify based on what we think will be ordered <p>Is it time for a new jersey design?</p> <ul style="list-style-type: none"> • If so, do we need a design contest? 	
13	<i>Storage Lockers</i>	<p>John has been through the storage lockers</p> <ul style="list-style-type: none"> • There are a bunch of old water bottles that can be donated at a club event • And a bunch of old ENY socks 	

	Topic	Summary of Discussion	Next Steps
14	<i>Web Site Data</i>	<ul style="list-style-type: none"> • Do we know how many hits we are getting on the web site and on web site components such as the message board? • Per John S: <ul style="list-style-type: none"> ○ if we knew how many members actually read the message board, we would have a better idea how effective the message board is with respect to getting the word out ... ○ Same question for items on the Home Page/Carousel • No not yet, but we are looking into gathering such data • What about keeping track of SIG graduates and seeing whom leads rides (A's do this in a spreadsheet)? 	
15	<i>Berkshires Weekend</i>	<p>Agreement has not yet been reached on venue for Sunday evening dinner</p> <ul style="list-style-type: none"> • People may not want a sit-down dinner • Definite advantages to agreeing on a place in Great Barrington that people can walk to • Reina has a place in mind .. as an alternative to the Edgemont, (but people will need to drive there) 	
16	<i>West Point</i>	<p>Bob reported on the update from Morene and Konstantin</p> <ul style="list-style-type: none"> • More than 90% of participants are interested in the boat ride • They are still working on locking in transportation to get the luggage up to West Point 	