

October 4, 2011 – NYCC Board of Directors Meeting

Present: Ellen Jaffe, Morene Bangel, Arden Rodgers, Eunice Martinez, Adrienne Browning, Bill Laffey, Darren Ortsman, Beth Bryson, Brigitte Padewski.

Time Noted: 6:30pm

I. General Topics (Ellen)

1. Ellen brought up the Putnam Trail renovations. Does NYCC want to support creating a paved path for better bike and pedestrian access, with separate dirt running path. (No money from NYCC would be involved.)

Motion: To support the Putnam Trail renovations in Van Cortland Park as a Club.

Motion passed.

2. The incentive points program will award points to all significant Club jobs, in addition to ride leads. Points will be awarded for jobs such as organizing West Point weekend or the All-Class or Newcomers Ride, or being on the ENY Committee and more. Points will be redeemable in Club gear.

Motion: To adopt a point-based incentive program.

Motion passed.

3. Also discussed November ride; possibly a retro/tweed ride even, possibly a brunch. Discussed board bios for new BOD page on website.

II. Treasurer's Report (Arden)

We discussed accepting credit cards for payment thus eliminating the PayPal/Active fees for using their service.

1. Financials.

Total bank accounts: \$62,270.20

West Point net: \$1,117.73

ENY (to date): \$\$22,875.73 (all expenses not yet accounted for)

YTD income: \$171,149.26

YTD expenses: \$147,190.08

YTD net: \$23,959.18

2. Arden brought up the idea of putting out a survey to the general membership to gather data from rides, Club weekends, etc.; what's important/what's not. We discussed possibly putting all who complete the survey being entered into a raffle to win a gift certificate.

Motion: To allocate \$250 for cost of compiling survey and gift certificate to raffle winner.

Motion passed

3. Arden discussed that our revenues are putting us near a CPA audit.

Motion: To allot \$500 to hire a CPA for inquiries re our status.

Motion passed.

4. **Motion:** To put two resolutions on ballot for board voting. Resolution 1: that there will be one single level of NYCC membership as of 12/31/2011, midnight (exact wording below) and, Resolution 2: to increase NYCC membership dues to \$30 with explanation of why it is needed.

Motion passed. Full language of resolutions listed below.

Resolution 1

There will be one single level of NYCC membership as of December 31, 2011, midnight. Those registered presently as couples will renew at the regular member level upon expiration of their present term of membership after December 31, 2011.

Reason: Our present 'couples membership' reflects a time when NYCC mailed a monthly paper bulletin. In the 'old days,' sending one bulletin to a household saved NYCC considerable mailing expense – a savings reflected in the membership fee charged to a couple. With no paper bulletin, the rationale for a couples membership is gone. This resolution offers fairness with the same membership fee for every member. This will also eliminate the extra administrative burden required to process and maintain a separate membership level.

Resolution 2

NYCC membership will be \$30 per year as of midnight December 31, 2011.

Reason: Our membership fees do not cover the cost of running the Club. We are facing significant increases in annual costs and we are not keeping pace. From website development and hosting, to fixed administrative costs to Club-sponsored events and activities, we are at a point in our development as an organization where we need to make sure we not only cover our expenses but also continue to grow our Club. We want to expand our offerings, continue to improve our website, add to the value of our organization by encouraging volunteering with broader volunteer rewards and wide participation in events for our members and potential members. While we are a volunteer organization, there are non-negotiable expenses and we need to increase our annual revenue to meet those costs.

III. Secretary (Morene)

Motion was made and accepted to approve October's meeting minutes.

IV. Escape New York (Beth)

Beth reported that we had 1,384 riders signed up pre-ride. Eighty signed up on ENY ride day. Income should be on a par with 2010. Beth also mentioned that 70% of ALL ENY RIDERS are not NYCC Club members. Volunteer party will be November 14. Planning to commence.

V. Webmaster (Darren)

General update; fill in basics, better reporting. Update on software system brought up in September. Marketplace – brought up possibly setting up a “for sale”-specific thread on website. Web update is approximately 40% done.

VII. Content (Eunice)

Rolled out new template for eWeekly, working on putting logo on site. Going to add feedback from ENY to compilation.

VIII. VP Programs (Jen – not present)

October and November programs. Dr. Ed Fishkin presenting at October NYCC meeting. Three adventurers (Dan, Dolores, and Fred) will tell stories and share their experiences on their far-off travels at the November NYCC meeting.

IX. Special Events (Brigitte)

1. October (third week): possible event at EMS.
2. November event at REI (depending on their opening date)
3. December holiday party at Superfine on December 5 or 12. Capacity is 176 people. Will work on specifics. (\$25-30/person, cash bar)

X. VP Rides (Adrienne)

Discussed mandatory ride leading for SIG graduation. Bill Laffey to organize SIG captains to meet at Ellen's house in January to discuss this point.

Discussed ride leader training; got off to a rough start; work in progress. Adrienne raised the question of whether we should require two leaders per ride, so that one leader can accompany an injured participant to the hospital if needed. Other members of the Board suggested it is a good idea to have more than one leader on each ride, though not mandatory.

XII. Ride Coordinators (Bill-present; not present: Harry and Nicole)

Bill suggested that during the C-SIG, two SIG leaders step away from SIG to lead other Club C rides (listed on website). Need to get especially C-14 and below rides.

XIII. Membership Report (Jennell – not present)

Ellen mentioned we now have 2,207 current NYCC members.

XIV. Public Relations (Grace – not present)