

FINAL

Minutes of the October 6, 2015 Meeting
of the
Board of Directors
of the
New York Cycle Club

Present were: Neile Weissman (President), Jerry Ross (VP Rides), Brian Van Nieuwenhoven (Editor), Israel Forst (Webmaster), Yvette Kotic (Special Events Coordinator), Michael S Bernstein (C Rides Coordinator), Sam Lunetta (ENY Director) and Peter Storey (Secretary).

Neile called the meeting to order at 6:45 PM.

1. Special Events Coordinator Report.

Yvette reported that plans were continuing apace for the Holiday Party to be held on December 8th. In addition, she and Jerry confirmed that the Fall Clean-Up Ride would occur on the weekend of October 18-19.

2. Webmaster Report.

Israel reported on the progress to date of the website redesign/upgrade. He noted that the back end was further along than expected, but the front end not so. He also noted that volunteers, especially ride leaders, were needed to test the website as it emerged, and that David Beckley would be helping with the look and feel of the final product.

It was noted that ride leaders currently can edit their roster of riders but not the waitlist. It was agreed that the ability or inability of ride leaders to edit should be the same for riders and waitlistees, but the question was raised whether it should exist at all. The consensus was that the editing function should be turned off for now, but should be capable of being toggled back on, if that proved desirable.

Neile asked if there was some way to keep a ride from being approved, unless any necessary train arrangements were in order. This is apparently difficult to do, and it was left to the individual ride coordinators not to approve those rides unless any necessary train arrangements were in place.

3. Board Composition.

Neile reported that Katharine Green would not be running for election to the 2016 Board, so the position of Public Relations Director is now open.

4. Programs Report.

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Neile reported that the October program would deal with winter riding, winter clothing, studded tires and related matters. He noted that Bar Mitts had donated a dozen pairs for raffling off. After the winter riding presentation, Neile proposes to provide a "State of the Club" presentation.

For November, the program will be titled "Planning the Ride". A Garmin representative will be there, and SP Carbon will be sponsoring various raffle items.

In more general terms, Neile explained that programs had taken on a different role in the life of the club than what had been the case previously. In past years, besides the program, monthly club meetings provided a forum for organizing rides and doing other Club business. In large measure, because of our website, electronic sign-ups, etc. that role for Club meetings has fallen away. Now the programs must stand on their own with the result that each program requires that much more effort to bring it off, and attendance is more directly a function of the program.

5. *Recurring Rides.*

A discussion of "Recurring Rides" such as the Fall Foliage Series, the former Connecticut Shoreline Ride and the like was postponed in the absence of two ride coordinators. All present were asked to consider what makes a ride (or ride series) worthy of Club support as a recurring ride and what form (cash, publicity or other) that support should take.

6. *ENY.*

Sam was asked to report on this year's ENY. In his view, everything that *had* to happen to bring the ride off did happen, but many non-essentials did not. For example, sponsorship was way off, due in part to the lack of a sponsorship director and to a late start approaching potential sponsors, which Sam said has to start in late November or early December. Sam also highlighted the post-ride festival as a particular disappointment.

In numeric terms, we had 900 registered riders. 833 riders paid for the ride, but some 200 riders who were registered never checked in. There is no question that ridership shrank, consonant with membership in recent years, SIG participation and information garnered from bike shops re road bike sales. Sam noted that this year's TA Century was off by 25%.

As of now, the event's revenues appear to be in the neighborhood of \$41,500, with costs under \$20,000. All in all, ENY's net income appears to have held up despite smaller revenues.

Despite the difficulties in forming an ENY committee essentially from scratch, Sam noted the large number of people who had given of their time and energy to the event, singling out Karen Ard in particular for her hard work in assembling the "day-of" staff.

7. *Other.*

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The Board then went into committee for a discussion of a variety of other topics.

The meeting was adjourned at 9:00 p.m.

Respectfully Submitted,

/s/ Peter K. Storey
Secretary