

FINAL

Minutes of the October 4, 2016 Meeting
of the
Board of Directors
of the
New York Cycle Club

Present were: Christy Guzzetta (President), Jerry Ross (VP Rides), Eden Weiss (VP Programs), Steve Musso (Treasurer), Brian Van Nieuwenhoven (Editor), Neile Weissman (Immediate Past President), Jim Finder (B Rides Coordinator), Michael S. Bernstein (C Rides Coordinator), Sam Lunetta (ENY Director) and Peter Storey (Secretary).

Christy called the meeting to order at 6:40 PM.

1. Approval of September Minutes.

On motion duly made and seconded, the minutes of the September meeting were **approved**.

2. ENY.

Sam reported that registration of 584 was about 25% down from last year. This is comparable to TA's decline for their NY City Century. That said, gross revenue appears to be up slightly from 2015 (\$44,800 vs. \$41,630), including \$6,000 in donations from sponsors. We'll have the final revenue and expense figures by the end of October, but Sam expects gross revenue to top \$50,000.

Rider feedback has been favorable. A survey of riders will be conducted in October.

One of our goals was to capture the ride photographically. We accomplished that and can use the photos for marketing the 2017 ride.

On the whole, the marketing effort was not as strong as one would have liked. Next year will be all about marketing, and indeed marketing for 2017 has already begun.

There followed a discussion of the food, the Sakura festival and other aspects of the ride. Various suggestions were made for next year, including Christy's urging that the ride aim for 2,000 riders in 2017.

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3. Clean-Up Ride.

Jerry proposed to move the Fall Clean-up Ride to Sunday, November 13th. There was no objection. Jerry noted that he was still working out the details of the lunch voucher approved last month.

4. Programs.

Our October 11th meeting will feature Gail Giovanello on Pilates for Cyclists. Clif Bar will sponsor the meeting.

For our November meeting, Doug Dale, a former racer, will do a bicycle art show. It is not clear at this time what the raffle prizes will be.

5. Budget/Investments.

Discussion of where we can best employ our cash reserves was deferred until next month.

6. Racing Team.

Christy noted that he had met with James Gilbert to discuss the proposed racing teams. There is not much to report at this stage, but Christy did note that membership on the team will be determined based on open try-outs.

7. Facebook.

There was discussion of who should be responsible for the Club's Facebook page. Christy said he will ask the Volunteer Coordinator to find a volunteer to take on the role under the direction of the Membership Director and the Public Relations Director.

8. Holiday Party.

Christy announced that Hurley's Saloon was the consensus venue for the Holiday Party to be held on December 7th. Hurley's requires a guaranteed \$4,000 minimum, plus tax, or about \$5,300 and will provide one free drink plus passed hors-d'oeuvres. Occupancy will be approximately 150 people.

The proposal is to charge \$15 per head pre-Thanksgiving and \$25 post-Thanksgiving. Bob Gilbert, who is supervising the event, will have discretion over the charges. The Club will invest \$3,000 of its own funds in the party.

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On motion duly made and seconded, the Board **Approved** the expenditure of \$3,000 for the Holiday Party.

9. Trial Membership.

The working proposal is that the Club would offer a trial membership of 30 days, which would cost \$1.00. Unless canceled, at the end of the period, the trial membership would convert to a regular membership and the member would be charged full dues. Trial members would not be allowed to vote or participate in the SIGs. Jerry said he was comfortable with any not-for-profit issues and Steve said that he would double-check any tax issues with the Club's tax adviser.

10. Trains.

The issue of better coordination between Ride Coordinators and the train coordinators was discussed, but no action was taken at this time.

11. SIG Sign-up.

There was a brief discussion of whether our waiver language should be more prominent on the paper sign-in sheet used for SIG rides and whether the waivers should be affirmed at the time a rider signs up for the SIG, but no action was taken at this time.

12. "Stickies".

The Board discussed the use of "Stickies" on the message Board. Some felt that the "Sticky" feature should not be available for non-Club events, while others felt it was important that the number of "Stickies" in effect at any one time should be limited to three or four. Apart from a general feeling that "Stickies" should have a finite and generally short life, no hard guidelines were adopted at this time.

13. Elections.

Peter announced that people had been nominated for all offices and that the job of C Rides Coordinator was contested. Ellen Jaffe will supervise the election. There will be the opportunity for candidates to make campaign statements in the e-weekly and on the Message Board, but not on the Facebook page.

The meeting then adjourned.

Respectfully Submitted,

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/s/ Peter K. Storey, Secretary