

Minutes of the November 4, 2014 Meeting
of the
Board of Directors
of the
New York Cycle Club

Present were: Neile Weissman (President), Bob Ross (Past President), Skip Ralph (A Rides Coordinator), Sabina Eberle (Merchandise Director), Gal Natel (Membership Director), Eden Weiss (VP-Programs), Kate Mostkoff (VP-Rides), Brian Van Nieuwenhoven (B Rides Coordinator), Israel Forst (Webmaster) and Peter Storey (Secretary).

Neile called the meeting to order shortly after 6:30 PM.

1. ***Report of the VP-Rides and Related Discussion.***

Kate distributed two handouts which were ordered filed with the Minutes. Kate reported that, rides and riders were down over previous years. Although 2013 may have been anomalously high, the conclusion was nevertheless inescapable. She reported that it was not clear why this was so: the cold winter may have been partially to blame, but the SIGs were also slow to fill, and the summer's heat had been quite moderate. She noted that participation was also down from both 2012 and 2013, and that we have a great many members who don't ride with the Club at all (of 2,000 members, barely 1,200 have ridden with the Club even once this year)¹.

Brian pointed out that, despite efforts to increase them, B17 and B18 rides were in short supply, as were C rides. Kate agreed, pointing out that the ratio of A:B:C rides posted was 8:5:2 and the number of participating riders was 12:6:2. The dearth of C rides is a real barrier to Club participation, and this is an area where more Board action is needed.

Neile raised the possibility of a post C SIG series lasting perhaps eight weeks, solely for new C SIG graduates. This series would enable SIG groups to continue to ride together for a period of time and would also provide leader training and practice for C SIG graduates, in hopes of creating a new crop of C leaders. Also, that a post-B SIG series could also be employed for leadership training.

Further discussion revealed a consensus that we need to do even more to get recent SIG graduates to lead rides at all levels.

It was noted that Kate would shortly host a transition meeting of current and future ride coordinators, herself and her successor as VP-Rides. The decline in rides and ridership and the possible post C SIG Series will be discussed at that meeting.

2. ***Ride Feedback Proposal.***

¹ Figures for all years are for the period January through September in each year.

Israel then distributed a proposal by which riders could give feedback on the rides they participate in, and a copy was ordered filed with the Minutes.

After a ride, each rider would receive a questionnaire requesting feedback on several aspects of the ride. The questions could evolve and vary over time. Riders would reply via e-mail to the relevant ride coordinator with their feedback. The ride coordinator would share the feedback with the ride leader when appropriate. Leaders with consistently good feedback would receive additional badges on their website profiles.

Israel estimated the cost of implementing the proposal at approximately \$1500. He said the labor involved was manageable.

There followed discussion of possible questions for the questionnaire and concern was expressed that this proposal might discourage as well as encourage ride leaders. It was resolved to table the proposal pending its more detailed discussion at the ride leader transition meeting referred to above.

3. ***Cue Sheet Library Proposal.***

Israel then distributed a proposal to revamp the Club's cue sheet library, and a copy was ordered filed with the minutes.

Under the proposal, new cue sheets would be submitted under a standard web form, riders would be able to rate them, and also to comment on them, advising of detours and similar interim changes. The library would show the cumulative user ratings for each route and would be searchable based on region, distance, elevation, common landmarks, etc. In addition there would be regional displays showing all routes in a given region and allowing users to click through to more detailed maps.

Israel estimated the cost of implementing the proposal to this level at approximately \$1500.

If taken to a further level not included in the foregoing estimate, all routes would be moved to TCX files and a cue sheet generation program would be integrated with the library. Members would be educated in the use of RWGPS to generate new routes and the library would be integrated with Google maps.

On motion duly made and seconded, it was resolved to proceed with the implementation of the first phase of the Cue Sheet Library Proposal.

4. ***Report of the VP-Programs.***

Eden reported on the success of our October Club Meeting, the first to be held at Connolly's. Turnout was excellent, and we delivered to Connolly's nearly double the revenue that we had guaranteed to them.

Our November meeting will also be held at Connolly's, the subject will be "The Healers" and Eden urged all to attend.

Eden also adverted to his transition report, which was ordered filed with the records of the Club. The Board thanked Eden for his service as VP-Programs over the past four years.

5. ***Non-Cycling Activities.***

The Board then reviewed the issue of the Club's role in non-cycling activities promoted by members of the Club. After discussion of the issue and reference to the earlier discussion at the Board's April, 2014 meeting, the Board adopted the following policy statement:

Non-cycling - Members are encouraged to propose non-cycling activities that they believe would be of interest to the membership. At the same time, these are not susceptible to meaningful ride coordinator review, and the Board does not view them as official or sponsored activities. Consequently, non-cycling activities will not be included in our ride listings, although the message board will be available to promote them.

Hybrid - Activities that combine a meaningful cycling component with another activity, will be considered "rides" and therefore eligible for inclusion in the ride listings, subject to normal ride coordinator review.

Both categories have been very popular in years past. Their scope and variety -- skating, hiking, kayaking, movies -- are testimony to our creativity in finding new ways to interact with each other. This policy is not intended to discourage any particular class of activities, but rather to balance fairly the institutional needs of the Club with the needs and desires of interested members.

6. ***Other Ride Suggestions.***

Brian then made several suggestions for other rides that might help with our participation and leadership issues. These included:

- Provisional rides, in which a ride is conceived and listed before a leader is identified, in hopes that a leader can be found;
- SIG follow-on programs similar to the post C SIG series discussed above, again in hopes of increasing participation and new leader involvement; and
- Monthly rides similar to the newcomers ride which would be unlimited in participation and therefore available to all, while creating ample roles for co-leaders.

Given the lateness of the hour, discussion of these suggestions was postponed until the next meeting.

The meeting adjourned shortly after 8:40 PM

Respectfully Submitted,

/s/ Peter K. Storey
Secretary