

Minutes of the December 2, 2014 Meeting  
of the  
Board of Directors  
of the  
New York Cycle Club

Present were: Neile Weissman (President), Skip Ralph (A Rides Coordinator), Gwynna Smith (C Rides Coordinator), Sabina Eberle (Merchandise Director), Eden Weiss (VP-Programs), Kate Mostkoff (VP-Rides), Brian Van Nieuwenhoven (B Rides Coordinator and Content Editor), Claire Mordas (ENY Director) and Peter Storey (Secretary).

Also Present were: Jim Finder (B Rides Coordinator-elect), Jerry Ross (VP-Rides-elect), Michael S Bernstein (C Rides Coordinator-elect), Sam Lunetta (ENY Director-elect) and Yvette Kusic (Special Events Coordinator-elect)

Neile called the meeting to order at 6:40 PM. All present introduced themselves to the others.

1. ***ENY Report.***

Claire summarized some of the salient features of the ENY process for the benefit of the Board and Sam Lunetta, the ENY Director-elect. She noted that preparations usually begin in December, although things don't really heat up until the first week in April, when registration opens. At that time, we usually get about 150 riders.

Claire noted that online registrants get a temporary membership from the date of registration through September 30. There was discussion about how many people actually use the temporary membership and how we might best convert temporary memberships into permanent memberships.

It was proposed was that we establish a series of preparation rides leading up to ENY. This would be a progressive series starting at 40 miles and rising in distance as time goes on. It was noted that this series resembles to some extent the series proposed at last month's meeting as a means to develop C leaders and create more C rides, as well as ideas previously developed by Gwynna toward the same end. There was discussion whether these could in fact be a single series of "show and go" rides, but marketed through separate channels to (i) recent C-Sig graduates and (ii) temporary member ENY sign-ups. Further discussion of the proposal and of Gwynna's ideas was referred to a meeting of the 2015 VP-Rides and the 2015 Ride Coordinators to occur early in the new year.

2. ***Report of the Content Editor.***

Brian then distributed copies of a PowerPoint presentation, and a copy was ordered filed with the Minutes.

Brian noted that the job of Content Editor precedes the existence of a Club website. He also noted that drawing a line between the responsibilities of the Content Editor and the Webmaster can be difficult. In addition, the job requires a multiplicity of skills and demands, such that it can be very difficult to find a single individual who can handle all of the job's responsibilities, among which are:

- Posting material at others request;
- Keeping the site organized and up to date;
- Managing the club's e-mail list which currently includes some 8000 names, both members and nonmembers;
- Producing the e-weekly;
- Graphic design;
- Editorial work; and
- Management and organization of the above.

He proposed a team-based approach, beginning with the creation of a Content Manager position focused principally on the last item and holding a Board seat. The Content Manager would recruit and organize various deputies with specialized skills to accomplish the other tasks. Brian did not ask for Board action at this time, but urged Board members to read the distributed materials and to consider further discussion in the new year.

There then followed a discussion of the e-weekly. Does it still have a purpose? Should it appear more frequent less frequently with a greater variety of content? How can it be a more effective marketing tool? These issues were also reserved to followup discussion in the new year.

### 3. ***Remarks of the VP-Programs.***

Eden was then recognized and took the opportunity to thank the Board and the Club for the opportunity to serve as VP-Programs. He noted that it had been a lot of hard work, but that he had enjoyed it throughout. He noted that attendance by Board members at club meetings was not consistent and he believed that this was a mistake. Club meetings enable Board members to remain in touch with the membership and the programs are good besides.

### 4. ***Report of the President on Upcoming Programs.***

Neile then sketched out some of the programs scheduled for 2015, among them a January meeting focused on trends in urban cycling and a May meeting focused on the history of bike clubs in the city. The latter would be a Bike-Month activity sponsored and advertised by the Club. Neile also indicated that discussions have been initiated for another NYU-related event similar to the Polly Trottenberg Town Hall in the Fall.

The meeting then went "into Committee" for the remainder of the allotted time before adjourning at 8:40 PM.

Respectfully Submitted,

/s/ Peter K. Storey, Secretary

**NYCC**

**New York Cycle Club**

**Content Editor Recommendations 12/14**

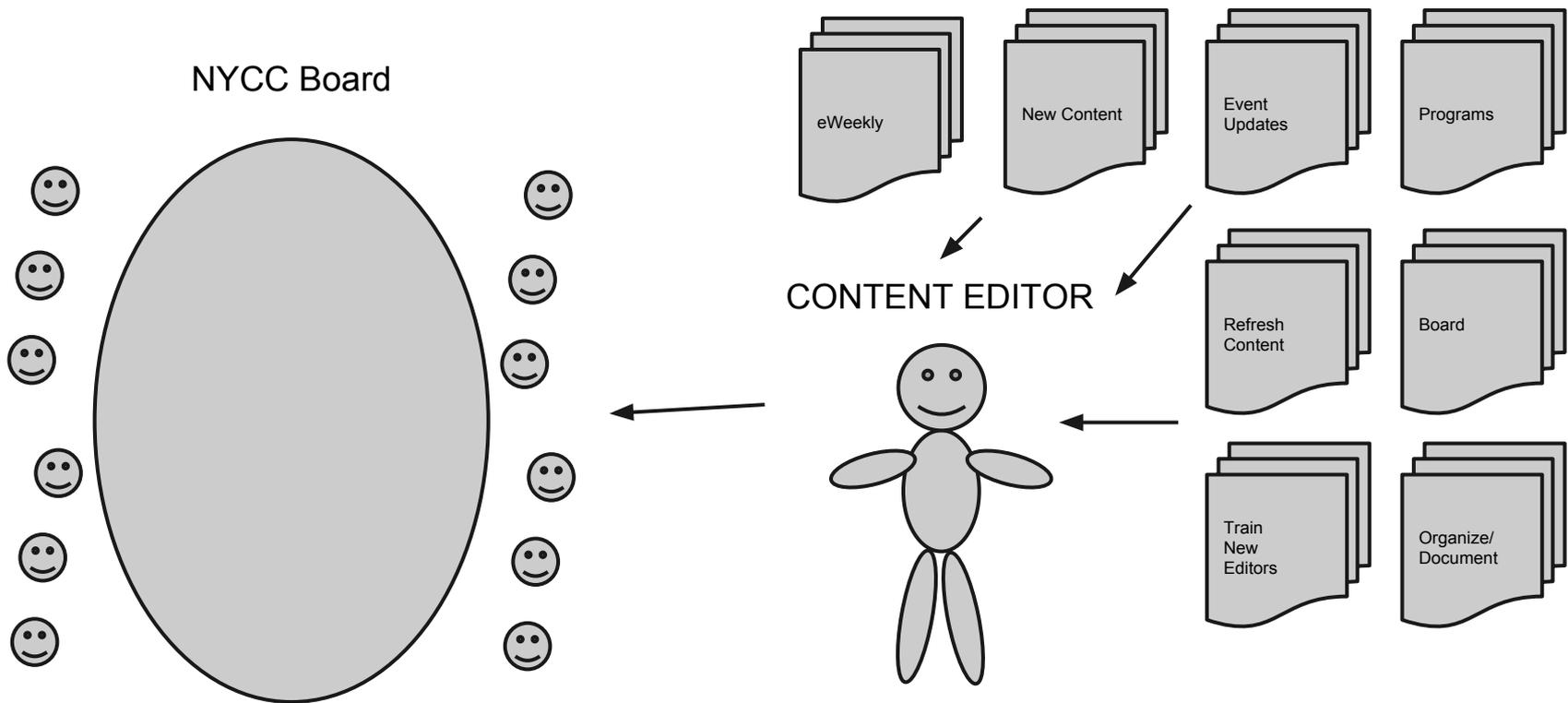
# Established facts

- \* The Content Editor is a throwback to the print newsletter editor role
  - \* The old NYCC website relied on the Content Editor to post content updates after the print newsletter was discontinued
  - \* The current NYCC website relies on the Content Editor to supervise and post content updates, including new pages, existing pages, and upcoming events.
- (more...)

# Established facts

- \* The newsletter lives on in the form of a ConstantContact campaign, also helmed by the current Content Editor - ~8000 subs, ~2000 opens.
- \* Current role asks for organizational skills, visual creativity, editorial work, writing composition, and community management. Some technical knowledge of web code has to be learned along the way, if not a prerequisite

# Current System



# Problems

- \* Too much for one person
- \* Unlikely to draft one person who is moderately effective in all of the needed skills
- \* The stress has given us continuity issues in the role, affecting institutional knowledge
- \* No redundancy with current role plan, and no gradual pathway to board service

# Approach

- \* Define the goals of the role
- \* Define the work that needs to be done to achieve those goals
- \* Split work into roles based on one or two skills
- \* Ensure no one job requires more than 3-5 hours of work per week, and plan for backups.

# Define Goals

**Must provide efficient publication services for the other staff roles in the club.**

- Simple HTML + images are fine
- We should assign page management and update responsibilities to content owners when we can. CE team lends support/guidance.
- CE team keeps site organized & provides one-off publishing services
- CE team works with other programs and assigns deadlines based on when results (of publishing work) need to be ready for others

# Define Goals

## Continue the eWeekly

- High-potential channel
- ConstantContact is easily managed
- Can break this out into its own role
- Current deadline is Monday AM but that causes conflict/rush; strongly recommend Wednesday AM/noon.

# Define Goals

## **Keep the website fresh and organized**

- Eliminate redundant pages
- Make information accessible and readable
- Consider visual overhauls of pages with static, stable information
- Establish a content refresh process
- Invite user-generated content (galleries, videos, maps) and editorial projects
- Work with PR Director to extend our content to third-party outlets if appropriate

# Define Work

- \* **Ongoing production:** simple content posting tasks and content evaluations
- \* **Graphic design:** create banners + title images as needed
- \* **Editor** (optional): someone with exceptional writing skill contributions, and someone to manage/recruit submissions
- \* **Photography** (optional): organize/delegate volunteers for club photo ops
- \* **eWeekly** (optional): dedicated coverage / organizer
- \* **Management/Organization:** assign page/refresh evaluations, delegate tasks from other teams into roles, report to the board

# Recommended Staffing

## **The Content Editor becomes the Content Manager**

- Trained + light backup for every role beneath
- Strictly manages assets and organization, plans for staffing, recruits volunteers & oversees training
- Oversees assignment of content refresh priorities, including a schedule
- No routine technical work and not particularly time-sensitive
- Sits on the BOD

# Recommended Staffing

## Production work split into two Associate Content Producers

- Rotate coverage by week. Add to this number if work builds up.
- Highly time-sensitive. Needs available people.
- Keep the technical requirements limited. Needs only to know HTML coding and supportive tools for NYCC/CKEditor
- Optional: this role could produce or backup the eWeekly too

# Recommended Staffing

## Graphic Designer, part time

- for banners / title images
- this is probably the most technical role, most difficult to fill, hardest to pair with other skills
- Make this super-light duty, give very long headways (not time-sensitive), simplify this work as much as possible.
- A repository of stock assets makes this job much easier
- Consider calling upon anyone in the club with basic Photoshop / GS skills to train/rotate into this role.

# Recommended Staffing

## Editor, part time

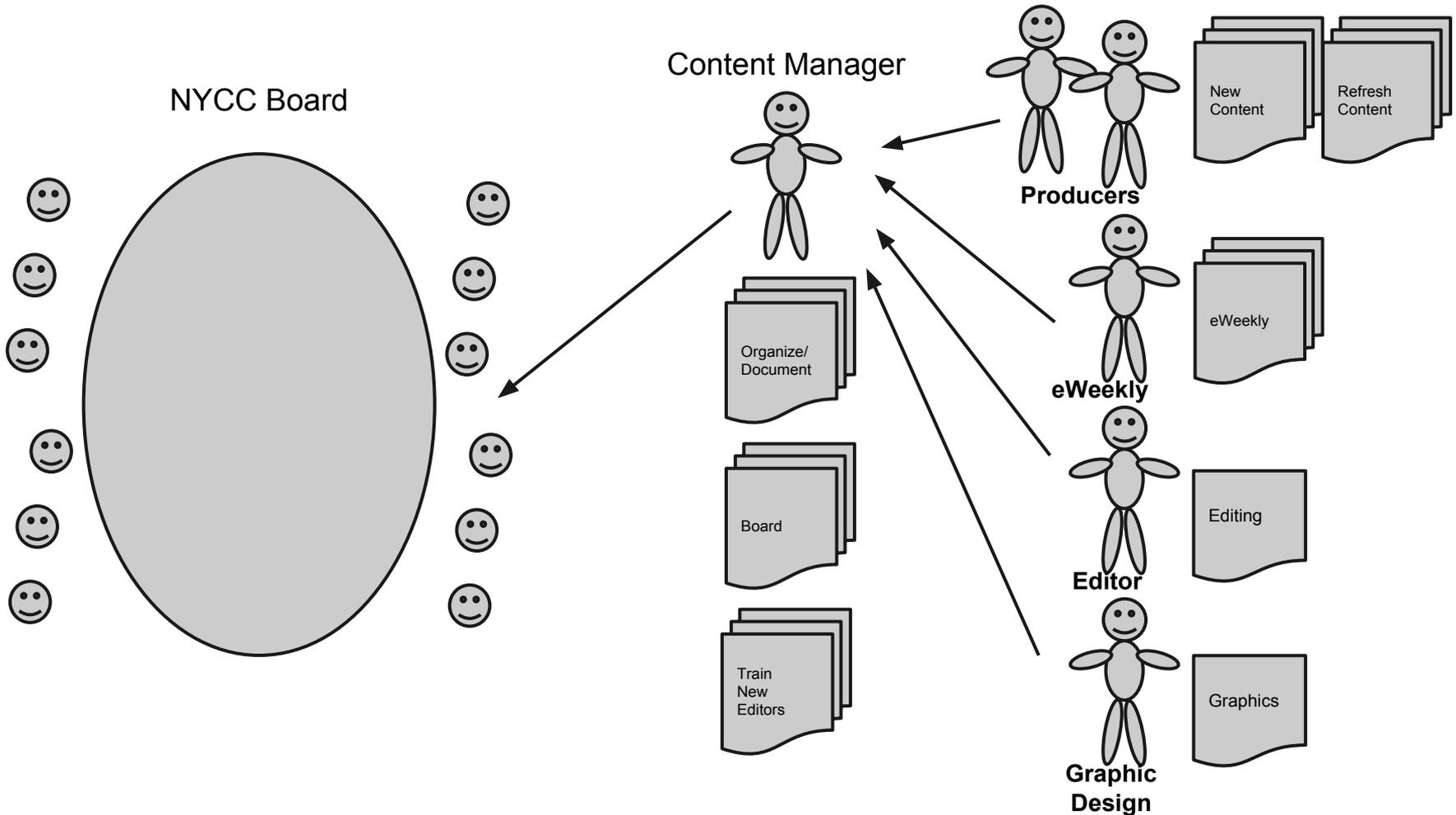
- Make this super-light duty, give very long headways, and simplify this work as much as possible
- Not for on-demand work, not time-sensitive
- Keep this role as strictly creative as possible.
- Shouldn't be hard to fill. Many writers in NYC

# Recommended Staffing

## **eWeekly Producer**

- One person to handle ConstantContact
- Receives time-sensitive content. Must be routinely available to receive, publish
- Light duty, yet possible opportunity for someone creative with editorial and/or marketing

# Proposed System



# Additional Concerns (all low priority)

- \* **editor@nycc.org receives a lot of commercial solicitations and cross-organizational promotions**

- Retail and affiliate stuff is not useful to this position but needs forwarding to appropriate individuals
- Cycling opportunities for Out-of-Bounds Calendar + possible co-planning with Rides / Special Events

- \* **Develop visual refresh plan for the eWeekly**

- Visual design is mostly ok! 1-2 variation templates might help (with above-fold options like single-column)
- create opportunities to reinforce club rules/policies & encourage volunteerism?
- aim to improve comprehension and engagement

- \* **Consider converting Picture of the Week content item**

- Option: Featured pictures per month?
- Use third-party gallery software (imgur.com is working OK!)
- This needs more integration with the Photo Galleries section

- \* **NYCC Guides**

- There is not really a comprehensive index of user guides - docs spread all over website
- Many of our training documents are dense like textbooks and lack reference-style utility, could address that
- Some of our basic club description docs might have much more impact if developed into visual slide deck format like this doc (club members often do not recall basic practices / rules of the club)

# Summary

- **Content Editor becomes Content Manager, work goes to new committee**
  - **A team of at least 3-4 people spreads the load, allows volunteer specialists, allows redundancy & training**
  - **Renewed focus on organization and keeping content refreshed**
  - **Possible to enhance our content products with more engaging visuals**

# Your Notes