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Minutes of the February 2, 2016 Meeting
of the
Board of Directors
of the
New York Cycle Club

Present were: Christy Guzzetta (President), Neile Weissman (Immediate Past President), Jerry Ross (VP Rides), Eden Weiss (VP Programs), Susan Sun (Treasurer), Brian Van Nieuwenhoven (Editor), Yvette Kosic (Special Events Coordinator), Paul O'Shea (PR Coordinator), Jim Finder (B Rides Coordinator) and Peter Storey (Secretary).

Christy called the meeting to order at 6:35 PM.

1. Approval of January Minutes.

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

2. Berkshires Weekend.

Christy initiated a discussion of Berkshires Weekend arrangements. There will be two social events: a dinner on Saturday and an ice cream social on Sunday.

Personnel-wise, the weekend will require an overall coordinator, a person to coordinate lodgings, A, B and C Ride coordinators and ride leaders for the individual rides. Christy agreed to coordinate the two social events himself.

Christy also agreed to find, or himself act as, the A Rides coordinator; Jim agreed to do the same with respect to B Rides; and Michael Bernstein (not present) will be asked to do the same with respect to C Rides. All three will find leaders for their rides. Chris Hartmann (also not present) will assist Yvette in filling the remaining positions.

3. Public Relations.

Paul reported that he had created Facebook pages for the various SIGs and STSs. The idea is that each of these programs will have its own portal for posting photos etc. Paul noted that each of these programs is a smaller subpopulation within the club: in effect a more specific subset of the club, with its own interests. He noted that a page could also be created for the Berkshires Weekend.

Yvette and Israel expressed concern that this approach impairs the ability of the club as a whole to cross-promote these programs, but Paul felt that the advantages of these individualized pages outweighed the disadvantages, if any. Suggestions were made to ensure broader events or special moments from those individualized pages be shared with the broader NYCC population (e.g., photo opportunities, special announcements,

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etc.), such as via Facebook. Yvette agreed that this was an important consideration and favors this approach on that basis. Both Christy and Paul expressed their view that these pages would also help the club reach out to non-members.

There followed a discussion of whether commercial postings to these Facebook pages should be allowed. Paul's view was that they should be insofar as they would boost traffic and interest, while allowing that it may be necessary to curtail them in the future, if commercial posts seem to take over the pages. The Board left it to Paul to modulate the level of commercial and similar postings.

4. *Programs.*

Eden reported that Gail Giovanello will present a program called Pilates for Cyclists in October. His discussions with Jamis to sponsor the C SIG graduation and to contribute two bikes (one for that meeting's raffle and one for ENY's) are continuing. At this point speakers have been arranged or are in discussion for every month except for June, July and November. Subsequent to the meeting, Paul Levine of Signature Cycles agreed to do a program on bike fit for June's meeting.

5. *July 4th Weekend.*

Neile reported that he is just starting to work on arrangements for the July 4th Weekend at New Paltz, but that no problems are anticipated.

6. *Advocacies.*

Eden noted that his presentation before the Prospect Park Community Committee is coming up in March or April.

Neile continues to work on the Putnam Trail advocacy.

7. *Content Editor Matters.*

Brian reported on the status of various matters that he is handling. He noted that he had been able to attract the help of a volunteer, Michelle Gordon, and that he was working with Israel to obtain access for her to all relevant portions of the website.

Christy expressed his thanks to Brian for all that he does as Content Editor, and this was seconded by a round of applause.

8. *Ride Leader Ratio Change.*

Jerry introduced a proposal that he had received from George Arcarola. At present, the Club has a guideline that the ratio of rider slots to leaders on any given ride should be at least 6 to 1. In an effort to encourage new SIG graduates to lead their first rides, and to encourage more experienced leaders to co-lead and mentor them, the proposal would reduce that ratio to 3:1, allowing both the SIG graduate and the mentor to receive leader credit for a relatively small (and therefore more manageable and less daunting) ride. The text of George's proposal was ordered filed with the meeting.

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On motion made and duly seconded and after discussion, it was **Agreed** that the ride coordinators will have discretion to adjust the ratio of riders to leaders.

Jerry agreed to coordinate the distribution of SIG graduate lists to the Ride Coordinators. In addition, he will work to develop a list of available mentors who would be available to co-lead with novice leaders.

9. Treasurer's Report.

Susan distributed the Treasurer's report as of year-end, a copy of which was ordered filed with the minutes.

Highlights of the report include the following:

- Careful cost control swelled our cash reserves (excluding ENY) from \$69,000 at 12/31/2014 to \$92,000 at 12/31/2015;
- Net income for 2015 (excluding ENY) was \$12,000 higher than budget despite revenues (excluding ENY) being off by \$15,000;
- The difference is accounted for by \$27,000 in expense savings (excluding ENY), despite the Club's \$2,000 contribution to the holiday party;
- Relative to 2014, 2015 net income (excluding ENY) was \$7000 lower; revenues (excluding ENY) declined by \$26,000, and expenses (excluding ENY) declined by \$20,000.

In the discussion that followed, concern was expressed about the continuing decline in membership income. Various officers provided estimates of anticipated expenses to aid Susan in the preparation of the 2016 budget.

10. Webmaster's Report.

Israel noted that's the website upgrade project is slightly behind schedule and has been further postponed to ensure there would be no difficulties with SIG/STS registration.

11. ENY.

Sam provided a status update on ENY. He noted that in the previous week he had a very productive meeting with the rest of the ENY committee. Additionally, permits are in place for Piermont, Sakura and Haverstraw, and he does not anticipate problems with the remainder of the permits. Marketing materials for sponsors will be forthcoming shortly and Sam hopes to have a sponsorship director in place in the near future.

12. Insurance and Non-Cycling Activities.

Returning to this topic from last month, Christy spoke out strongly in favor of the need for insurance coverage of all official Club activities. By consensus, the Board reaffirmed the Board's policy statement on Club and non-Club events of November 2014, which is posted on the website.

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13. *Sponsored Rides.*

A further discussion of sponsored rides was postponed to the next meeting.

The meeting adjourned at 8:58 PM.

Respectfully Submitted,

/s/ Peter K. Storey
Secretary