

Minutes of the March 3, 2015 Meeting
of the
Board of Directors
of the
New York Cycle Club

Present were: Neile Weissman (President), Susan Sun (Treasurer), Israel Forst (Webmaster, attending by phone), Yvette Kosic (Special Events Coordinator), Gal Natel (Membership Director), Brian Van Nieuwenhoven (Editor), Kitty Dare (A Rides Coordinator), Jim Finder (B Rides Coordinator), Michael S Bernstein (C Rides Coordinator), Sam Lunetta (ENY Director, attending by phone) and Peter Storey (Secretary)

Neile called the meeting to order at 6:50 PM.

1. *Rider Emergency Information.*

Jim noted that there is occasionally a problem of riders refusing to provide emergency contact information and asked if anyone had any thoughts as to how this might be dealt with. He noted that this situation puts ride leaders in a difficult position if an accident were to occur and no emergency contact information were available. It was acknowledged that a rider refusing to provide information might just as well make something up and that determining the accuracy of information provided was more than the club was capable of. The matter was then tabled.

2. *Incentives.*

Michael noted that he had spoken to both Toga and NYC Velo concerning acting as distribution points for our incentives merchandise. He reported that Toga was good to go but that NYC Velo is losing its Second Avenue lease and can offer only its far West Side location as an alternative. He was inclined to let that go on grounds of convenience. Neile proposed to sound out at least one alternative. In addition, Michael is working with Brian on a banner and on the message board to advertise the new incentives points system, the software for which Israel estimates will be ready by approximately the third week in March.

3. *Report of the Special Events Coordinator.*

Yvette reported on the status of our various special events as follows:

Berkshires Weekend. She spoke to Geri Weinstein, who hosted the happy hour at the bike shop. Geri does not require any down payment, but does want volunteers to help out.

The issue of luggage transport was discussed. This entails volunteers and a rental van. Last year only 10 or 11 people signed up for luggage transport and two of them backed out, raising the question whether this was really worth doing. The consensus was that it was not, but rather the message board should be used to connect offerors and offerees. It was also noted that last year there was an information session on the Berkshires Weekend, and it was felt this should be repeated this year. Jim will organize that.

Newcomers' Ride. As noted last month, the Newcomers' Ride be held on June 7 at Rye. Brian will help to coordinate, as Yvette will be away.

4. *Ride Leader Training.*

Returning to the issue of ride leader training discussed at last month's meeting, Neile noted that he had spoken to the SIG coordinators. This was viewed as not an issue in the context of the A SIG. With respect to the B SIG, Fred Leffel, the B SIG Coordinator, said that beefing up ride leader training in the context of the B SIG could and would be done. With respect to the C SIG, Neile felt that the post-C SIG ride series discussed in previous meetings was the appropriate forum for ride leader training.

5. *Programs.*

The Club Meeting schedule is taking shape as follows:

March's meeting will be devoted to the subject of Randonneuring with presentations by the Regional Brevet Administrators for Long Island and New Jersey.

April's meeting will be a club-wide jam session / music night. This is being organized by Colin Taber.

May and June's regular meetings will be taken up by SIG graduations, but, on May 19th, we will be co-sponsoring with the Brooklyn Historical Society a presentation on the history of bike clubs in Brooklyn. The event will cost us approximately \$500, for which we will get 75 seats. This will also serve as one of our major bike month events.

6. *July 4th Weekend.*

Neile noted that SUNY New Paltz is prepared to host our July 4th Weekend for a cost of \$43 per person per night, or approximately \$200 per person for the entire weekend if dinner and assorted extras are included (based on double occupancy). Further details on the accommodations, dinner plans, etc. will be forthcoming.

7. *Treasurer's Report/Budget.*

Susan then presented a proposed budget for FY 2015, a copy of which was ordered filed with the minutes of the meeting. The proposed budget excludes ENY income and expenses but includes ENY's contribution to the Club.

In her report, Susan highlighted the following:

Although revenues have been declining over the past few years, expense has been declining even more rapidly, with the result that net income has improved significantly as have our cash reserves. In preparing her 2015 budget, Susan said her guiding principle was to control expense while investing in activities that could generate new revenues in the future. She noted that in the

absence of such revenues, existing revenues could be expected to continue to decline, but that continued expense control could continue the trend of rising income despite falling revenues. The Board then reviewed and discussed a number of FY 2015 Budget versus FY 2014 Actual line item differences set forth in the FY 2015 Budget Executive Summary filed with the minutes. The budget was taken under advisement pending further review by the board.

8. *Non-Discrimination Policy Statement.*

Gal noted that because of circumstances arising from the exclusion of a member from the SIG, it was desirable for the Board to adopt a nondiscrimination policy statement and a statement affirming that admittance to the SIG is in the discretion of the relevant SIG leadership. She produced drafts of the two statements which were discussed briefly before being referred to a working group for further development pending adoption.

9. *Membership.*

Gal then reported on membership matters. She noted that membership was off and SIG participation is down. This is not just a function of bad weather; the weather was bad last year too. She and Katharine want to try some marketing techniques to boost membership. Much of this involves social media. We are doing alright with social media but we could do a lot more. Our Facebook page is already open to nonmembers. One suggestion was to list rides on Twitter. Another was to start engaging with bloggers by having members write a guest posts to their blogs. We should also communicate that club meetings are open to all. The possibility of one or more meet-ups was also discussed, as were efforts to enlist bike shops in marketing the club and its activities. Gal and Katharine also believe that our media presence can be enhanced.

10. *Montauk Ride.*

Brian returned to the subject of a ride to Montauk that was raised in the previous meeting. There was further discussion of cost and logistics. It was decided to use the message board to gauge interest in the ride and as a save the date device, but not to collect rider payments until a more definite decision is made. Further discussion of the matter was then tabled.

The meeting adjourned at 8:50 p.m.

Respectfully Submitted,

/s/ Peter K. Storey
Secretary

FY 2015 Budget Executive Summary
(Excluding ENY Income/Expenses and Including ENY Contribution)

Historical Trend from FY 2011 to FY 2014

Income excluding ENY has been declining from \$126k in FY 2011 to \$94k last year.
Expense has been declining from \$134k to \$65k from FY 2011 to 2014.
Net income has been improving from negative to 7k to positive \$29k last year.
Cash reserve has increased from \$28k to \$69k last year.

FY 2015 Budget Principle:

Continue to control expense but invest in activities that could generate income in the future.
Increase asset level to 1-year operating expense level.

FY 2015 Budget vs. FY 2014 Budget:

Income excluding ENY expect to decline by \$25k (July 4th \$11k, Monthly club meeting \$5k, Membership \$6k);
Expense excluding ENY expect to increase by \$29k ;
Net increase by \$4k.

FY 2015 Budget vs. FY 2014 Actual:

Income excluding ENY decline by \$11k;
Expense excluding ENY increase by \$7.4k and \$4k excluding Contingency;
Net decline by \$19k and \$15.6k excluding contingency.

FY 2015 Budget vs. FY 2014 Actual by Activity:

2,300 Monthly club meeting from loss of \$3.8k to loss of \$1.5k
(2,400) Membership income decline by \$2400
(2,000) July 4th from cost neutral to a loss of \$2k - budget a loss of \$2k due to new program.
(2,000) Marketing
(1,000) Advocacy
(2,500) Other income loses the one time Active refund
(1,000) Other expenses
(700) Merchandise royalty decline by \$1.5k/50% offset by storage savings \$1k
(900) Special events (New comer, all class, 9W and ice cream social) mostly flat and budget \$ 700 more to be conservative.
(700) Admin increase by \$700
(500) Insurance increase by \$500
(400) Website
(2,600) Professional/legal increase by \$2600 - historically there had been additional legal fees
(3,400) Contingency
(17,800)

FY 2015 Budget vs. FY 2014 Actual by Income and Expense Category

Income:

July 4th income declining by \$1k- a new program and takes time to gain popularity
Monthly club meeting income declining by \$3.4k - new arrangement
Membership income declining by 4%, a \$2.4k reduction
Jersey sales declining by 50% (\$1.5k) from 2014 (2014 was new design)
Other income declining by \$2.5k as losing the one time Active refund

Expense:

Reduction in expense:

Monthly club meeting by \$5.7k
Storage by \$1k

Increase in expense:

July 4th increase by \$1k
increase in marketing budget by \$2k
Increase in advocacy spending by \$1k
Professional/legal by \$2.6k
\$4k in multiple categories: Special Events 0.9, Merchandise 0.7, Admin 0.7, Insurance 0.5, Web 0.4, Other 1.
Contingency \$3.4k

New York Cycle Club, Inc.
Financials for Board Meeting - Preliminary

NYCC Balances	12/31/2012	12/31/2013	12/31/2014	12/31/2015
Checking	15,812	22,472	\$31,680	
Internet Money Market	23,745	33,884	\$64,078	
Bank Subtotal	39,557	56,356	\$95,757	
Money To Deposit	\$115	\$1,253	\$1,977	
Credit Card Liability	(\$609)	(\$3,981)	(\$6,969)	
Net	\$39,063	\$53,627	\$90,766	
Bank balance for ENY	\$3,661	\$13,569	\$21,553	\$27,053
Bank Totals ex-ENY	\$35,401	\$40,058	\$69,213	\$79,368

Totals	2011	2012	2013	2014	2015 B	2015B vs. 2014A	Owner	Assumptions/comments	2014 Budget	2015 B vs. 2014 B
Income	\$183,329	\$177,018	\$168,776	\$166,841	\$154,200	(\$12,641)			\$172,100	(\$17,900)
Expenses	(\$191,437)	(\$168,158)	(\$154,211)	(\$129,703)	(\$138,545)	(\$8,842)			(\$163,822)	\$25,277
Net	(\$8,109)	\$8,860	\$14,564	\$37,139	\$15,655	(\$21,484)			\$8,278	\$7,377
Prior Year(s) Retained Income	\$38,311	\$30,202	\$39,063	\$53,627	\$90,766	\$37,139			\$53,627	
Net Bank Balance	\$30,202	\$39,063	\$53,627	\$90,766	\$106,421	\$15,655			\$61,905	

Escape New York (ENY)	2011	2012	2013	2014	2015 B	2015B vs. 2014A	Owner	Assumptions/comments	2014 Budget	2015 B vs. 2014 B
Income	\$56,955	\$79,766	\$74,183	\$73,065	\$72,000	(\$1,065)	Sam		\$65,000	\$7,000
Expenses	(\$45,238)	(\$44,904)	(\$44,275)	(\$45,861)	(\$47,000)	(\$1,139)			(\$45,000)	(\$2,000)
ENY Charity	(\$12,500)	(\$33,000)	(\$20,000)	(\$16,500)	(\$17,000)	(\$500)			(\$18,000)	\$1,000
NYCC 10%				(\$2,720)	(\$2,500)	\$220				(\$2,500)
Net	(\$783)	\$1,862	\$9,908	\$7,984	\$5,500	(\$2,484)			\$2,000	\$3,500
Cumulative	\$1,800	\$3,661	\$13,569	\$21,553	\$27,053	\$5,500				

Totals Excluding ENY	2011	2012	2013	2014	2015 B	2015B vs. 2014A	Owner	Assumptions/comments	2014 Budget	2015 B vs. 2014 B
Total Income Excluding ENY	\$126,374	\$97,252	\$94,593	\$93,776	\$82,200	(\$11,576)			\$107,100	(\$24,900)
Total Expense Excluding ENY	(\$133,699)	(\$90,254)	(\$89,936)	(\$64,622)	(\$72,045)	(\$7,423)			(\$100,822)	\$28,777
Net Excluding ENY	(\$7,326)	\$6,999	\$4,656	\$29,155	\$10,155	(\$19,000)			\$6,278	\$3,877
Cumulative	\$28,403	\$35,401	\$40,058	\$69,213	\$79,368	\$10,155				

New York Cycle Club, Inc.
Financials for Board Meeting - Preliminary

Weiwei Sun
 NYCC Treasurer

Details by Major Category	2011	2012	2013	2014	2015 B	2015B vs. 2014A	Owner	Assumptions/comments	2014 Budget	2015 B vs. 2014 B
Berkshires										
Income	\$5,185	\$3,780	\$3,840	\$1,125	\$1,000	(\$125)	Yvette	Only cocktail	\$3,000	(\$2,000)
Expenses	(\$5,054)	(\$3,528)	(\$3,595)	(\$475)	(\$800)	(\$325)			(\$3,000)	\$2,200
Net	\$131	\$252	\$245	\$650	\$200	(\$450)			\$0	\$200
July 4th										
Income	\$32,430	\$0	\$17,705	\$14,965	\$14,000	(\$965)	Neile		\$25,000	(\$11,000)
Expenses	(\$31,312)	\$0	(\$20,961)	(\$15,045)	(\$16,000)	(\$955)			(\$27,000)	\$11,000
Net	\$1,118	\$0	(\$3,256)	(\$80)	(\$2,000)	(\$1,920)			(\$2,000)	\$0
75th (Diamond) Anniversary Party										
Income	\$12,672	\$0	\$0	\$0	\$0	\$0			\$0	\$0
Expenses	(\$14,554)	\$0	\$0	\$0	\$0	\$0			\$0	\$0
Net	(\$1,882)	\$0	\$0	\$0	\$0	\$0			\$0	\$0
Monthly Club Meeting at Annie Moore's										
Income	\$8,154	\$7,360	\$6,792	\$3,388	\$0	(\$3,388)	Neile	Run rate at Conolly's	\$5,000	(\$5,000)
Expenses	(\$11,153)	(\$11,123)	(\$12,394)	(\$7,225)	(\$1,500)	\$5,725			(\$10,300)	\$8,800
Net	(\$3,000)	(\$3,763)	(\$5,602)	(\$3,837)	(\$1,500)	\$2,337			(\$5,300)	\$3,800
Merchandise										
Income	\$8,590	\$7,971	\$2,132	\$2,987	\$1,500	(\$1,487)	Mike		\$2,000	(\$500)
Expenses	(\$8,703)	(\$14,575)	(\$7,582)	(\$6,635)	(\$7,000)	(\$365)			(\$7,000)	\$0
Storage	(\$1,233)	(\$1,148)	(\$1,266)	(\$1,363)	(\$275)	\$1,088			(\$1,300)	\$1,025
Net	(\$1,346)	(\$7,752)	(\$6,715)	(\$5,011)	(\$5,775)	(\$764)			(\$6,300)	\$525
Special Events & KRC										
Income	\$7,568	\$10,047	\$0	\$112	\$0	(\$112)	Yvette		\$2,500	(\$2,500)
Expenses	(\$11,206)	(\$9,170)	(\$5,248)	(\$3,971)	(\$4,750)	(\$779)			(\$4,698)	(\$52)
<i>New Comer</i>			(\$2,200)	(\$1,489)	(\$1,900)	(\$411)			(\$1,900)	\$0
<i>All Class</i>			(\$2,191)	(\$2,310)	(\$2,100)	\$210			(\$1,900)	(\$200)
<i>Ice Cream</i>			(\$450)	\$0	(\$450)	(\$450)			(\$400)	(\$50)
<i>9W clean up</i>				(\$171)	(\$300)	(\$129)			(\$400)	\$100
KRC Charity Donation	(\$3,465)	(\$6,647)	\$0	\$0	\$0	\$0			\$0	\$0
Net	(\$7,103)	(\$5,770)	(\$5,248)	(\$3,859)	(\$4,750)	(\$891)			(\$2,198)	(\$2,552)
Holiday Party										
Income	\$3,324	\$3,300	\$1,310	\$3,715	\$3,400	(\$315)	Yvette		\$3,400	\$0
Expenses	(\$6,062)	(\$5,188)	(\$4,407)	(\$3,620)	(\$3,400)	\$220			(\$4,800)	\$1,400
Net	(\$2,738)	(\$1,888)	(\$3,097)	\$95	\$0	(\$95)			(\$1,400)	\$1,400

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Weiwei Sun
 NYCC Treasurer

	2011	2012	2013	2014	2015 B	2015B vs. 2014A	Owner	Assumptions/comments	2014 Budget	2015 B vs. 2014 B
Other Income										
Membership Income	\$48,326	\$63,619	\$61,585	\$61,037	\$58,600	(\$2,437)	Gal	4% decline from prior year.	\$65,000	(\$6,400)
ENY Contribution				\$2,720	\$2,500	(\$220)	Sam			\$2,500
Other / Unknown Income	\$124.93	\$1,176.12	\$1,228.20	\$3,727	\$1,200	(\$2,527)		Prior Yr. \$2.5k Active refund.	\$1,200	\$0
Expenses										
Insurance	(\$4,049)	(\$4,945)	(\$5,939)	(\$6,337)	(\$6,875)	(\$538)	Susan	Completed	(\$6,337)	(\$538)
Volunteer Party	(\$3,384)	(\$3,273)	(\$2,756)	(\$2,514)	(\$2,545)	(\$31)		Completed	(\$2,514)	(\$31)
Website	(\$20,396)	(\$14,393)	(\$14,192)	(\$9,608)	(\$10,000)	(\$392)	Israel		(\$13,600)	\$3,600
Rides	\$28	\$0	\$0	\$0	\$0	\$0			\$0	\$0
Board Meetings	(\$1,424)	(\$1,757)	(\$1,256)	(\$1,146)	(\$1,200)	(\$54)	Neile		(\$1,680)	\$480
Youth Program	(\$465)	\$0	\$0	\$0	\$0	\$0			\$0	\$0
Administrative	(\$4,198)	(\$3,608)	(\$2,445)	(\$1,083)	(\$1,800)	(\$717)	Neile	avearge of FY 2014 and 2013.	(\$5,113)	\$3,313
Professional & Legal Fees	(\$500)	(\$4,481)	(\$1,468)	(\$1,433)	(\$4,000)	(\$2,568)	Susan		(\$4,000)	\$0
Charity (non-ENY)	\$0	\$0	\$0	\$0	\$0	\$0			\$0	\$0
Unknown	\$0	\$0	\$0	\$0	\$0	\$0			\$0	\$0
PayPal / Active / Square Fees/Aut	(\$4,303)	(\$3,076)	(\$2,648)	(\$2,636)	(\$3,000)	(\$364)	Israel		(\$3,200)	\$200
Marketing					(\$2,000)	(\$2,000)	Board	New, subject to board approval New, subject to board approval.		(\$2,000)
advocacy					(\$1,000)	(\$1,000)	Neile	President's expenses to attend League of American Cyclists (\$1K)		(\$1,000)
Other Expenses	(\$2,265)	(\$3,341)	(\$3,781)	(\$1,531)	(\$2,500)	(\$969)	Susan	avearge of FY 2014 and 2013. Include SIG	(\$6,281)	\$3,781
Contingency					(\$3,400)	(\$3,400)		5% of operating expenses	\$0	(\$3,400)