

Minutes of the March 3, 2021
Meeting of the
Board of Directors of
The New York Cycle Club, Inc.

Via Zoom Due to the COVID-19 Pandemic

Present were: Peter Storey (Club President), Neile Weissman (Public Relations Director), Gerald Ross (VP of Rides), Linda Wintner (C Rides Coordinator), Michael Bernstein (A Rides Coordinator), Colin Taber (B-Rides Coordinator), Allan Friedman (ENY Director), Robert Gilbert (Treasurer), Leora Rosenberg (Volunteer Coordinator), Marc Simkin (Content Editor), Edward C. Delk (Secretary), Kym Blanchard (Membership Director) and Steve Vaccaro (VP of Programs).

Peter, as President, called the meeting to order at 6:22 p.m.

1. Approval of Minutes

On motion duly made and seconded, the minutes of the February 2021 meeting were approved.

2. March Membership Meeting

Steve reported that the March membership meeting would include a preview of the 2021 riding season and presentations from group ride leaders.

3. Bike Film Festival

Peter confirmed that the Club is sponsoring a special three film event for its members through BicycleFilmFestival.com, with online showings running from March 12th through March 24th.

4. C-Rides Program

Linda described her plans for the C-Rides program during 2021. She said the Club will organize a Zoom webinar to describe the program and facilitate a Q&A session. According to Linda, the C-STS and Coaching Rides will begin in late March and end in late May, and will include skills coaching. She said there will be a C-STS series on both Saturdays and Sundays. There will also be Welcome New Members and Explore Your City rides all year as well as other C rides.

5. New Club Membership Card

Marc reported results from his survey of Board members on proposed versions of a redesigned Club membership card. He said the card was redesigned because the most recently used version was no longer available in electronic form. After further

discussion, Marc confirmed the winning design will include a signature line.

6. Cycling Advocacy Issues

Neile updated the Board on the status of two advocacy issues he is tracking. He first reported on a recent meeting during which the Port Authority of NY/NJ described its progress on improvements to the George Washington Bridge. According to Neile, the GWB project has a targeted completion date in 2026, and thereafter, cyclists will be limited to using the North pathway, while pedestrians will be free to use both pathways. The second advocacy issue Neile addressed was a proposal for New York City to adopt an “Idaho Stop Law” allowing bicyclists to treat a stop sign as a yield sign, and a red light as a stop sign, subject to proceeding at a reasonable speed that would allow them to stop if encountering a motor vehicle. Neile requested permission to email active Club members and invite them to contact their assembly representative to support this imitative using hyperlinks he includes in the message. Upon motion duly seconded, the Board approved Neile’s request.

7. New Club Jersey

Allan began a discussion on the Board project to introduce a new Club jersey with an updated logo. Allan described progress he and Kym made in preliminary discussions with cycling kit store owner Alex Ostroy (<https://ostroy.com/>) and kit designer Alex Klafehn (<https://www.artstation.com/lcd-cc>), who happens to be a Club member. Kym said she was impressed with Alex Klafehn’s work and believed he could help the Board identify a useful design much sooner than expected. Allan then invited Alex to present his “New York Cycle Club Brand Proposal”, a copy of which is attached to these minutes. Alex’s proposal included slides addressing the following topics: (1) historical, existing and current Club jersey designs; (2) comparison studies addressing jerseys for local and national clubs (e.g., RCC, CRCA, MTIR); (3) case studies; (4) a comparison study review of colorways; (5) a review of “Who is NYCC”; (6) a historical and current use review of the NYCC logo; and (7) analysis of shortcomings in the NYCC logo. Alex answered questions from Board members and also noted that he would likely need to work with a smaller group of designers on the logo design, because logo design is not his expertise. After Alex departed the Zoom call, the Board discussed the presentation and, upon motion duly seconded, agreed to authorize Allan’s team to continue to work with Alex on the scope of the project.

8. Escape New York 2021

Allan provided an update on his planning for ENY, which is scheduled to occur in September. He said his team is reviewing different formats, from a traditional one-day event to a multi-day option.

The meeting was adjourned at 9:18 p.m.