

Minutes of the
October 6th, 2022
Meeting of the Board of Directors of
The New York Cycle Club, Inc.

Held via Zoom

ATTENDEES: Leora Rosenberg (President and Chair), Colin Taber (Secretary), Robert Gilbert (Treasurer), Gerald Ross (VP of Rides), Michael Diener (A-Rides Coordinator), Steve Vaccaro (B-Rides Coordinator), Marc Simkin (C-Rides Coordinator), Neile Weissman (Public Relations Director), Kym Blanchard (Membership Director), Denise Alvarez-Heller (Special Events Coordinator), Charmaine Dixon, (Volunteer Coordinator), Allan Friedman (Escape New York Ride Director), Sheila O'Connor (Content Manager), Natan Elman (Webmaster).

1. CALL TO ORDER - Thursday October 6th @ 6:19 pm
2. MINUTES - Approved.
3. POPCORN UPDATES - Each board member had the opportunity to share minor updates related to the ongoing execution of their duties.
 - Steve reported that Kara Anstett has agreed to be a candidate for VP of Programs. Vaccaro and White are sponsoring rides to terminate at the Bicycle Film Festival on November 5th and/or 6th, and he is recruiting leaders.
 - Neile stated that details for the Southampton weekend are falling into place. He is in the process of recruiting leaders for the club fall foliage rides.
 - Jerry reported that the deposition in the Escalante matter took place.
 - Sheila said preparation of the website for the election was going as scheduled.
 - Natan reported that work has begun on Drupal testing scenarios for the website migration.
 - Colin suggested the board continue discussing how the SIG programs can be better integrated into the club's overall goals, creating an expectation to give back through volunteering.
 - Allan and Colin both reported that initial impressions are that ENY went well.
 - Leora expressed thanks to all volunteers and leadership for the successful ENY ride, and noted that the board will spend the November meeting discussing ENY in depth.
4. WEBSITE UPGRADE: GENERAL UPDATE
 - Bob reported made a request for scenarios for testing.
 - Sheila stated that we're still looking for a designer.
5. WEBSITE UPGRADE: ENY MEMBERSHIP CONVERSION

- Michael shared the results of the ENY technical project: we went from 25 to 400 registrants who now have active trial memberships. Of these, 336 have never been NYCC members.
- Kym, Sheila and Michael discussed the logistics of creating a follow-up 'drip' marketing campaign. Colin suggested newcomer's rides could further encourage retention of new members.
- Bob questioned whether we should pay insurance on any of the trial members who never log in. Jerry and Allan will follow up with Bob to answer the question.

6. UPCOMING BOARD ELECTION

- Leora reported that most current board members are returning. Open positions are ENY Ride Director, VP of Program and C-Rides Coordinator.

7. YOUNG MAJORS NYCC

- Kym shared that the program will kick off with a first ride this coming weekend after a complete rainout on weekend one.
- Happily, with the help of NYCC members and others, enough bikes were sourced for all the riders.

8. PROPOSAL: SUPPORT FOR HENRY HUDSON DRIVE REPAVING

- This item was deferred to an email vote.