

Minutes of the
November 2nd, 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), and Peter Storey (Past President).

1. CALL TO ORDER - Wednesday, November 2nd, 2022 @ 6:19 pm
2. MEETING MINUTES - Meeting minutes for October are still in progress and deferred to the next meeting.
3. POPCORN UPDATES - Each board member had the opportunity to share minor updates related to the ongoing execution of their duties.
 - Bob reported that we closed our TD bank account as part of a move to a different financial institution.
 - Steve requested that anyone able to help with the Bicycle Film Festival event in Staten Island by leading a ride please step up. He is now unable to lead due to a broken clavicle.
 - Kym summed up the Young Majors program so far. She said we attracted 34 young riders, and actually had more volunteers than needed, including those from NYCC, Major Taylor and Black Girls Do Bike. She informed the board that this weekend the group will do its final ride to the Unisphere in Queens and back to Brooklyn Navy Yard for a pizza party.
 - Neile stated that the Southampton event went off ok and netted \$130 in profit. Plans for next year will be developed in the coming months. Fall foliage is nearly concluded.
 - Michael shared that work on the development of the new website and associated upgrades was continuing to make progress.
4. ESCAPE NEW YORK - the majority of this month's meeting was allotted to an extensive debrief on the Escape New York event held Saturday, September 24th, 2022.
 - Allan, Bob, and Colin shared several key statistics about the event: the ride had 727 registrants, 547 of which attended the ride. The ride raised approximately \$27K. Additionally, all volunteer roles were filled and the decision to hire Glen Goldstein was a big help.

- After extensive discussion, the board decided to form two committees to address outstanding questions related to Escape New York. The first committee, consisting of Leora, Bob, and Allan will decide how to disburse the proceeds from this year's event. A second committee, consisting of Leora, Allan, Sheila, Kym, Shamma, Colin, and Jerry will set the goals and budget for Escape New York 2023.