

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

Held Via Zoom Due to the COVID-19 Pandemic

Present were: Leora Rosenberg (Club President), Neile Weissman (Public Relations Director), Gerald Ross (VP of Rides), Colin Taber (B-Rides Coordinator), Allan Friedman (ENY Director), Robert Gilbert (Treasurer), Sheila O'Connor (Content Editor), Edward C. Delk (Secretary), Kym Blanchard (Membership Director), Steve Vaccaro (VP of Programs), Marc Simkin (C-Rides Coordinator), Charmaine Dixon (Volunteer Coordinator), Denise Alvarez-Heller (Special Events Coordinator), Natan Elman (Webmaster), Michael Diener (A-Rides Coordinator), and Peter Storey (past President).

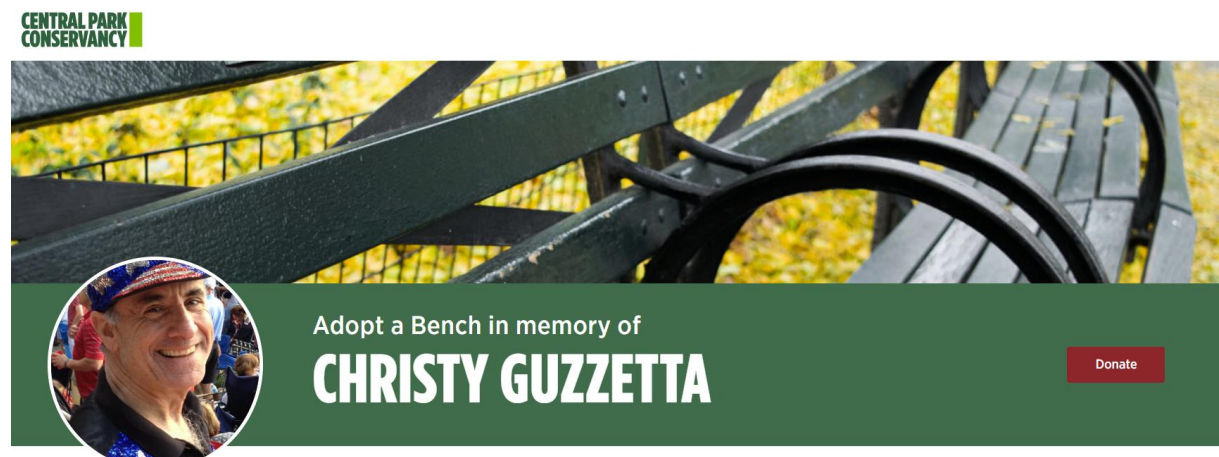
Leora, as President, called the meeting to order at 6:19 p.m.

1. Approval of Minutes

On motion duly made and seconded, the Board approved the minutes of its meeting on March 2, 2022, subject to noted corrections.

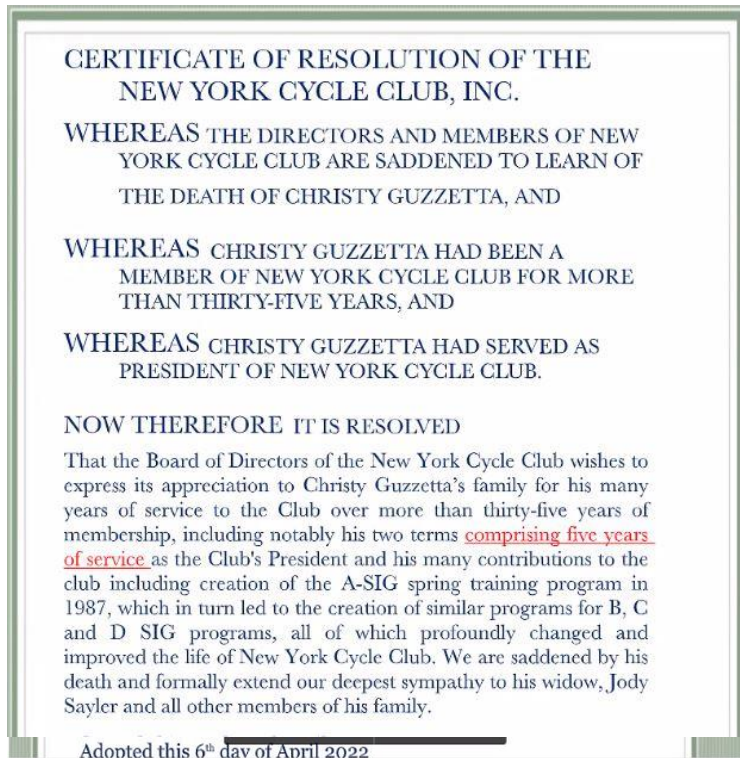
2. The Passing of Christie Guzzetta

Leora noted the passing of Christie Guzzetta, who had been a member of the Club for over 35 years, including two terms as President. She noted Christie's many contributions to the Club including his creation of the A-SIG spring training program in 1987, which in turn led to the creation of B, C and D-SIG training programs. Leora and other members of the Board expressed deep sadness at Christy's passing and sympathy for his widow Jody Sayler, whom he met cycling in Central Park, and his other family members. Leora said a group of Club members were raising funds in honor of Christie's memory to establish a bench plaque in Central Park. A screenshot from the donation page appears below.



Sheila expressed interest in establishing a memorial page on the Club website based on remembrances, photos and other content that could be posted to a Google form, and edited by a small committee of people who knew Christy and what he meant to the Club. Shelia envisioned publishing something by early May and said she was open to volunteers from within and outside the Club.

Gerald proposed the Board adopt a Certificate of Resolution of the Club in remembrance of Christie, as follows. A motion in favor of this proposal was made, seconded and approved.



Leora led a discussion of ways the Club could recognize Christy, such as a donation to the Central Park bench fund (which Steve noted has already met its funding target), sponsoring a bike rack at the Alpine stop on River Road, renaming the All-Class Ride, and other ideas. The Board agreed to donate \$1,000 in Christy's memory to a scholarship to fund memberships in the "Youth SIG" effort proposed by the Diversity & Inclusion Committee.

### 3. Marketing Committee Update

Kym, Shelia and Allan provided an update on the work of the Marketing Committee since its last update to the Board. Kym noted that the Club has not appointed anyone to be responsible for marketing the Club and its programs. She said the Committee seeks to actively communicate and pursue outreach with members of the public, promote brand awareness and ensure the new Club logo is reinforced on our website and in social media. The Committee also supports marketing the Club through Escape New York and works with ENY volunteers on all promotional activities. Other Committee members noted the goals of building bridges with members of the communities through which Club members ride and acting as a consulting body on Club messaging strategy and execution.

Kym noted that the Committee was in discussions with Rapha to provide support for ENY and the proposed Youth SIG, and that the Club could in turn support Rapha's Sunday Women's Ride series. Leora said the Committee is available and happy to consult on brand communications, visuals, copying, editing and other creative services. Allan said the Committee benefited from contributions by Club members that have professional marketing experience, such as Kym, Sheila, Charmaine, Leora, Julie Blackburn, Yuji Horimoto, James Brosnan, Alex Ostroy, and Alex Klafehn. He noted the Committee is on the lookout for other Club members who have deep marketing experience.

Allan provided an example of how the Club can attract third-party support. He said Specialized contributed to the March 8<sup>th</sup> Club meeting, which featured a presentation by NYCC member and photojournalist Peter Crosby on his solo 1,700-mile bike trip across China. Steve noted that resources contributed by third parties should be subject to a process to ensure Board members do not hoard donations. Sheila suggested creating an "entry level" program to enable sponsors to provide an introductory level of support, and based on that experience, consider additional ways to support the Club in the future.

### 4. Support of Bike Safety Education Resolution

Neile proposed the Club support a New York City Council resolution by Council Member Erik Bottcher (City Council District 3) to make bike safety a priority in all grade levels. The resolution was to be adopted by the Council not as a law or funding mandate but as a sense of the Council for the benefit of the Board of Education. Neile noted that education is at the core of what the Club does and that supporting the resolution is a

natural fit because we train people to cycle safety. Gerald noted his concern that the Club could unintentionally engage in political activity and thereby endangering its nonprofit status under IRS Publication 4241. A Board member proposed as follows:

RESOLVED, that The New York Cycle Club, Inc., which supports bicycle safety education, acknowledges a resolution in furtherance of bicycle safety proposed for adoption by New York City Council by Council Member Erik Bottcher of City Council District 3 (Greenwich Village, Chelsea, Hell's Kitchen, Flatiron, Hudson Square, Times Square, the Theater District, the Garment District and Columbus Circle): "Resolution calling upon the Department of Education to make instruction in bicycle safety a priority at every level, including elementary, middle and high school, based on increasing concerns regarding the safety of cyclists and pedestrians alike".

This proposal was seconded and approved by the Board. Steve said other cycling organizations sponsor cycling-friendly proposals that the Club could consider supporting without running afoul of its nonprofit status.

## 5. Volunteer Programs

Charmaine said the April 5<sup>th</sup> Club newsletter includes an announcement (detailed below) celebrating National Volunteer Month and presenting the 2021 Ride Leader Incentive Program. Under the program, Club members receive a \$20 credit per 3 rides led after meeting the minimum requirement of 5 rides, subject to a cap of \$200 per leader. For 2022, she proposed the Club permit ride leaders to use their credits to donate to a club or charity of the leader's choice. She also suggested that our website include a scrolling banner with the names of volunteers, that the Club pilot a program to give volunteers a leader pin if they lead at least group ride, and that the Club formally recognize all volunteers at the Holiday Party.

Celebrating  
**VOLUNTEER**  
Month



Who knew? There's now a National Volunteer Month - and we are in it! We knew there was a National Volunteer Week (April 17-23) and we'll have more to share about 2022 then - but for now, we couldn't wait to announce our

### **NEW 2021 Ride Leader Incentive Program**

Historically, leaders who led 12 or more rides received recognition. This program is offered to leaders who have led minimum of **5 rides**. It also lets the leader decide what they want from

our extensive selection in the NYCC Apparel Store.

Here's how it works for 2021.

Leaders will receive a \$20 credit per 3 rides led after meeting the minimum requirement of 5 rides. The program is capped at \$200 per leader.

For example, if you led 7 rides, you get a \$40 credit towards items you choose. If you already bought a leader jersey with your 2020 incentive, now you can add a bib or a vest or a different jersey. There are lots of options.

Leaders who qualified in 2021 will receive an email from [volunteer@nycc.org](mailto:volunteer@nycc.org) with a unique coupon code and the link to the store where you can buy NYCC apparel at cost.

## 6. Diversity & Inclusion Committee

Kym and Colin provided an update from the Diversity & Inclusion Committee. Kym said the Committee held discussions with Major Taylor Iron Riders (MTIR) to jointly develop a new education and training program for school-aged local cyclists. She said Committee members informally refer to the program as a “Youth SIG” but both clubs would agree on an official name. The program would run for 6 to 8 weeks beginning in mid-August and include approximately 20 participants organized into two groups based on ability. The program would be SIG-like in nature, progressing from easier to harder rides going further afield. The rides would meetup in Central Park or Prospect Park. NYCC and MTIR would each provide four ride leaders including two permanent and two rotating positions. The program would coincide with both club’s marquee events (ENY and The Montauk Ride) and each participant would be eligible to participate in both events and thereby see more of the world of recreational cycling.

Both clubs would financially contribute to an approved budget of approximately \$10,000 with an allocation to be agreed upon but expected to be roughly even. The budget would allow the clubs to provide mid-ride lunches at local restaurants, mechanical supplies to support rides (e.g., tubes, bike tools, pumps), and a graduation event. Each participant would pay a \$30 combined fee that includes a 1-year membership in both clubs. The fee was developed as a strategic motivator to ensure the participants are invested and committed to completing the program. Colin noted that a provision could be made to permit scholarships for those in need. Colin also said the budget is in a “natal” state, under active discussion and could be partially funded by third-party donations. Neither club would provide bicycles, which riders must source themselves or with the help of volunteers. Kym said the Committee had preliminary discussions with Rapha on its potential donation of jerseys for participants and ride leaders. Leora noted NYCC membership for youth program participants is conditional on a potential Bylaws amendment associated with the current requirement that a parent join each ride with their child. Youth participants in Club rides benefit from its insurance arrangements.

## 7. Newcomers Ride

Denise announced the Newcomers Ride is scheduled for June 4<sup>th</sup> and will include all ride levels (A, B and C) with multiple pace options. The rides will meet at Goswick Pavilion at 12 noon for a catered cookout (including vegan option) to be provided by Flynn's Deli in Westwood, NJ. Leora noted in the past routes were given to ride leaders to synchronize arrival times between faster and slower groups, but said this was a decision for Denise to make this year. Colin suggested the Club do more to help market this event and that in the future SIG captains could help encourage Siggies to join the ride.

The meeting was adjourned at 8:03 p.m.