

Minutes of the  
February 1st, 2023  
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), Kara Anstett (VP of Programs), Michael Diener (A-Rides Coordinator), Jim Zisfein (C-Rides Coordinator), Charmaine Dixon (Volunteer Coordinator), Kym Blanchard (Membership Director), Neile Weissman (Public Relations Director), Allan Friedman (Escape New York Ride Director), Sheila O'Connor (Content Manager), Natan Elman (Webmaster)

ABSENT: Gerald Ross (VP of Rides), Steve Vaccaro (B-Rides Coordinator), Denise Alvarez-Heller (Special Events Coordinator)

- CALL TO ORDER - The chair called the meeting to order at 6:20 pm.
- APPOINTED - Volunteer Coordinator position was filled as Charmaine Dixon was motioned and passed.
- MINUTES - December Minutes were motioned and passed. Amendments to the September and October 2022 meeting minutes were moved & approved.
- BOARD MEMBER UPDATES - Each board member had the opportunity to share minor updates.
  - Kym reported that the Marketing Committee devised and executed a marketing campaign for the SIG.
  - Allan stated that the date for Escape New York will be September /23, subject to board approval. Bike NY has agreed to mutually co-advertise each other's events.
  - Bob reported that the price of the club's liability insurance went up significantly, and he made a slight change to the definition of 'active members' to reduce premiums.
  - Michael said the website upgrade effort is in full swing. Natan and Bob are running the current round of testing, and SEO (Search Engine Optimization) is moving forward. He said the team will add a front-end developer to complement Markus (who works on the back end).
- SIG Update
  - The February 7th SIG orientation session currently has 265 RSVPs, including 50 people that picked it up from Eventbrite.

- Advertising via Facebook was done to promote the SIG, via multiple online cycling groups. The result was 7000 people that saw the ad, and 545 click-throughs, which is strong for a FB ad.
- SIG rides will be listed on the website this year.
- SIG graduations will be held timely at the end of the SIG season, before the summer.
- A number of ideas were suggested to support the SIG and build ties to the NYCC board
  - We are asking each coordinator to check in w-SIG captains at some point
  - An email from the NYCC President - at start and at the end of the SIG
  - Volunteer recruitment messaging can be shared towards the end of the SIG program and/or at the SIG graduations.
  - We can publicize the Ride Angel program as the SIG concludes.
- BOARD STRUCTURE CHANGE
  - The board recognized that many of the responsibilities associated with the Membership Director position have been replaced with digital record keeping and that the responsibilities associated with the club's marketing efforts have increased.
  - The chair proposed the board of directors approve the creation of a Marketing Director role which will replace the Membership Director position, with seniority equivalent to that of the Membership Director.
  - The Marketing Director will be responsible for branding, communications, social media, and marketing effort for the club and its events. The Marketing Director will work with the Content Editor and Public Relations Director to ensure effective and timely communication.
  - Kym Blanchard, the current Membership Director, proposed as Marketing Director for the remainder of the 2023 term, effective immediately.
  - The motion was seconded and approved by at least two-thirds majority of the Board.
- ENY COMMITTEE UPDATE
  - The Committee recommends that the ENY event take place in much the same form as it has been in recent years.
  - The event should be leveraged and aligned to club goals.
  - Board positions that support similar areas (marketing, ride coordinators, volunteer, content editor) should support event planning
  - Other club events should include messaging encouraging volunteer participation.
- ADJOURNMENT - The chair motioned to adjourn at 7:36 pm; the motion was seconded and approved.