

Minutes May 7, 2025  
Meeting of the Board of Directors of The New York Cycle Club, Inc.  
Via Zoom

**ATTENDEES:** Colin Taber (President & Chair); Bob Cohen (Secretary); Bob Gilbert (Treasurer); Michael Diener (VP of Programs); Steve Vaccaro (VP of Rides); Anna Taruschio (A-Rides Coordinator); YJ Chen (B-Rides Coordinator); Jim Zisfein (C-Rides Coordinator); Meredith Weill (Volunteer Coordinator); Kym Blanchard (Marketing Director); Neile Weissman (Public Relations Director); Denise Alvarez-Heller (Special Events Coordinator); Allan Friedman (Escape New York Ride Director); Sheila O'Connor (Content Editor); Natan Elman (Webmaster); Leora Rosenberg (Past President)

CALL TO ORDER: 18:35

1. MEETING MINUTES: Motion to approve March Minutes; passed. Motion to approve April Minutes; passed with modification.

2. POPCORN UPDATES: (Each board member can share minor updates).

- Sheila O'Connor—The latest newsletter was just published.
- Anna Taruschio—The A ride program continues without speedbumps.
- Neile Weissman—New Paltz weekend enrollment marketing efforts continues (Email blast to come).
- Meredith Weill—The Incentive Awards announcement is almost ready for publishing. There will be options to use value of the awards for costs related to weekend cycling trips. Respondents to the volunteer survey expressed support for the volunteer party and reported enjoying it, but also showed interest in alternatives for recognizing volunteers' contributions to the club. There will be a volunteer party this year. We'll look to next year for a possible change.
- Denise Alvarez-Heller—The All-Class Ride is scheduled for August 10<sup>th</sup>. Lunch will be in Tarrytown. The Ride Angel program is being revived with our new batch of SIG graduates.
- Kym Blanchard—The next Marketing Committee focus will be the Fall Kits, i.e. sourcing and promotion. We're also promoting ENY. Our Young Majors program received a Mayor's Certificate of Achievement.
- Steve Vaccaro—
  - There is a new NYPD quality of life crackdown directing cycling traffic infractions to criminal court. Such low-level infractions had been directed to traffic court.
  - Best of NYCC B16 Program—we're still looking for B16 ride leaders. The program will team an experienced ride leader with a ride leader prospect to show them the ropes in creating a ride, listing a ride, and leading a ride. The goal is to develop a roster of B16 Ride Leaders.
- YJ Chen—We're also widening the B16 Ride Leaders search for the Newcomers Ride.
- Natan Elman—Testing of the new website continues.
- Bob Gilbert—SIG program celebration event is scheduled for next week. In the B-SIG, 124 registered for the program and 84 graduated.

3. New Website–Website Upgrade Status details are available here:

<https://doc.clickup.com/1277402/p/h/16zeu-192551/c17e218ca89b09a>

A review of week 18:

- Development continues to prioritize and deploy epics. The latest epics include Waiver, Code of Conduct, Login & Create Account, and Membership Payments functions.
- Webflow: Aron created the NYCC Event Module to simplify the creation of NYCC events. Webflow training is needed to facilitate creation of new static pages.
- Testing: the NYCC team is testing the deployed epics.

4. Board use of Discord-promotes ease of discussion but potentially limits retention. What needs to be preserved can be read into Board Meeting Minutes and/or written up and saved in Google Docs (part of the Board's Gmail package).

5. ENY Sponsorship-Pelvis NYC (<https://www.pelvis.nyc/>) approached Kym for possible sponsorship and presentation to the Club. Scope and venue are being explored. Echelon Cycles (<https://www.echeloncyclesnyc.com/>) has also approached the Club for possible 'involvement'.

6. Bicycle Film Festival ("Festival")-in connection with the Festival's 25<sup>th</sup> anniversary, the Club was offered the opportunity to sponsor a curated 90-minute program. Before accepting the opportunity, we're exploring if this would be well-received as a social event for a live screening. Alternatively, the program can be streamed as a limited engagement. The cost would be \$2,500. For information about the Festival: <https://www.bicyclefilmfestival.com/about>

7. New Ticketing Law (more on Steve's popcorn update)-A committee was formed to work with the Chair on a Club statement to members. Follow this link to a transcript of the mayor's office launch of this program: <https://www.nyc.gov/office-of-the-mayor/news/219-25/transcript-mayor-adams-nypd-commissioner-tisch-launch-new-quality-life-division-enhance>

ADJOURN: 20:19