

Minutes June 4, 2025
Meeting of the Board of Directors of The New York Cycle Club, Inc.
In Person

ATTENDEES: Colin Taber (President & Chair); Bob Cohen (Secretary); Bob Gilbert (Treasurer); Michael Diener (VP of Programs); Anna Taruschio (A-Rides Coordinator); YJ Chen (B-Rides Coordinator); Meredith Weill (Volunteer Coordinator); Neile Weissman (Public Relations Director); Denise Alvarez-Heller (Events Coordinator); Allan Friedman (Escape New York Ride Director); Sheila O'Connor (Content Editor).

ABSENT: Steve Vaccaro (VP of Rides); Jim Zisfein (C-Rides Coordinator); Kym Blanchard (Marketing Director); Natan Elman (Webmaster); Leora Rosenberg (Past President).

CALL TO ORDER: 18:45

1. MEETING MINUTES: April and May Minutes recently updated and will be circulated to the Board for comment and presented, along with June Minutes, for approval at the July Board Meeting.

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

- Neile Weissman—39 riders have enrolled for the New Paltz Weekend (8/1 thru 8/3). We're in good shape with leaders.
- Colin—The Berkshire Weekend ride was a success, even with the rain. There were 70 or so participants. Thank you to Ron Grossberg for stepping up and coordinating.
- Denise—The Newcomers ride was cancelled for the weather. We were able to receive a refund of the park permit fee, and we were able to rollover catering costs into the August 10th All Class Ride (lunch will be in Tarrytown). The New Leaders program has been revitalized. We have seven new Leaders in the program and twelve Guides supporting our new Leaders (as of 6/24).
- Meredith Weill—The Incentive Awards announcement will be emailed to our Club volunteers in a week or so. There will be options to use the value of the awards for costs related to weekend cycling trips.
- Michael—We (along with Sheila and Anna) are working on a ride leader FAQ document for publishing (see below, discussion on updating our ride leader information).
- YJ Chen—The B-STC program recently wrapped up. I'm working on the New Leader Program with Michael and Denise (a broad program covering ABC levels, partnering an experienced ride leader as a guide to support those who want to lead a ride but not sure where to start) and, relatedly Steve, since he is not at this board meeting, is working on the Best of NYCC program (a more focused program, designed to shore up the club's B-16 ride offerings).
- Bob Gilbert—Update on the B-SIG program:
 - 115 riders signed up
 - 57 leaders participated
 - 9 rides were scheduled; 8 rides took place
 - 84 riders graduated the program
- Sheila—Great kudos are due to all SIG, STS leaders, coordinators and riders. We received lots of great feedback on this year's programs. I am also following up with the participants regarding the New Leader program.

- Anna—The A Classic and A-STS finished two weeks ago and the new captains did a fantastic job. I am working to get the A Rider program graduates involved in the New Leader program.
 - Here are the results of the A-SIG program:
 - 40 riders signed up (15 were on the waitlist)
 - 21 leaders participated
 - 12 rides were scheduled; 11 rides took place
 - 14 riders graduated the program
3. Discussion was held on advertising (Google Ads for example) our park laps program to attract new members to the Club. A quick search revealed that the Club came up first in a Google search for cycling in NYC. We'll hold this over for further thought.
4. Discussion was held on creating formal Ride Leader Requirements.
- Focus is on a bare minimum of requirements, along the lines of awareness items that all Ride Leaders should know. There may be a need to customize for different ride types (A,B,C,D). Initial ideas include:
 - Accident protocol
 - Keeping it friendly
5. ENY Update. To date we have 178 registered for ENY. We're reaching out to the biking community, including other organizations & bike shops to promote ENY. We'll have a new ride jersey for 2025. We're including recruiting for corporate team sponsors, i.e. organizations that want to sponsor, in some way, their own team to ride in ENY.
6. Earphone Policy Discussion. Our current policy is no earphones for any purpose. We want to broaden our policy to include appropriate use of earbuds, bone conduction devices, etc., for ride directions only, at the discretion of the ride leader. Needs and norms may be different across different ride levels. Would it be possible to enforce a one-ear, or one side bone conduction providing solely navigation cues? Discussion was tabled until the July meeting to give time for thought.

ADJOURN: 20:18