

Minutes September 8, 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 (Director of Technology); 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 (Director of Public Affairs); Denise Alvarez-Heller (Events Coordinator); Allan Friedman (Escape New York Ride Director); Sheila O'Connor (Content Editor); Natan Elman (Webmaster); Leora Rosenberg (Past President).

CALL TO ORDER: 18:30

1. MEETING MINUTES: Motion to approve August Minutes; motion passed.

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

- Leora Rosenberg – will be Chairing tomorrow's AMA (Ask me Anything) with the Board at Connolly's
- Allan Friedman—
 - ENY
 - Over 400 registrants
 - We are at the finish line.
 - Larry Ubell will be running for Escape New York Ride Director 2026 in October (Larry has recently been shadowing Allan).
- Kym Blanchard—
 - Reminders:
 - The Marketing Committee is collaborating with professional designers on the 2026 Spring kit. We plan to have the design for presentation at the December Holiday Party.
 - The Young Majors program begins September 20th. We are looking for volunteers.
- Neile Weissman—
 - Southampton (Friday October 3rd through Sunday October 5th)
 - So far, thirty-four have signed up (we targeted thirty-five by September 1st).
- Michael Diener—
 - Website Upgrade (week 37), follow the link: [Website Upgrade Status](https://doc.clickup.com/1277402/p/h/16zeu-192551/c17e218ca89b09a)
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 - Launch Plan:
 - Testing on the new website kicked off September 2, 2025, with a deep dive to spot and fix any big issues, making sure we have a solid setup before launch. This early check helps us to squash bugs so there's limited mess when we go live. We are aiming to wrap up all the key tweaks by October 15, 2025, assuming nothing major pops up, and that is when we will decide the big launch date. Feedback process improved and ready.
 - Webpage status
 - Development status

- YJ Chen—Two items on the horizon: Laps Leaders social; and B Ride Leaders social.
- Colin Taber—
 - ‘Ask Me Anything with the Board’ coming up on September 9th at Connolly’s. I will give a 30-minute Club update with a Power Point presentation, followed by a Q&A. I plan to cover:
 - Status of new website
 - Update to the Board roles
 - Suggested By-laws amendments
 - Address questions from the membership.

3. Website Budget Request

1. To date, the Club has invested (rounded) \$111k: website design (\$22.5k); and website development (\$88.5k).
2. Project Spend so far: 2023 \$35k; 2024 \$38k; and 2025 \$34k (August to date).
3. We have proposals on remaining website design and development that will bring us forward, ready to launch within the next thirty to forty days:
 - a. Building & design of website pages (Rosie): \$3k; and
 - b. Website development, coding to finish & deploy (Adrian): \$40k.
4. Motion to approve \$43k to bring us forward, ready to launch; motion passed.
 - a. This does not include the final design piece (David’s ‘Figma (user interface) design’). David quote is expected to be received by 10/1 and therefore may need further funding). Note, David had stepped back from the project because of family circumstances but is now planning to return without diminution of his services.

4. Refinement of Board Positions:

1. New Role: Director of Technology
 - a. This move retires the long-time Club role of VP Programs (“Programs”). The role was essential before the proliferation of virtual communication and socialization. A large component of Programs were the social activities. Going forward, such activities will be the responsibility of the Events Coordinator, along with the Volunteer Coordinator and Marketing Director.
 - b. The role of Director of Technology will include responsibility for presenting and coordinating implementation of updated technology systems that maintain Club functions, support the Club’s mission, and improve efficiencies. This applies to both the NYCC website and external platforms.
 - c. Motion to approve this refinement; passed.
2. Director of Public Affairs:
 - a. The description of the role will align with how the role has developed.
 - b. Revised Description:
 - i. The Director of Public Affairs shall:
 1. Represent the Club in front of:
 - a. Public agencies to secure access to facilities the Club requires to provide activities for the membership.
 - b. The media and other organizations to win and maintain public support for the Club and cycling in general.
 2. Advise the Board on the public relations implications of Club policy and on programs that support organizations whose work furthers the Club’s mission to grow and diversify the cycling community.
 3. Inform the membership of pending and in-force governmental actions relative to the Club’s mission and cycling in general.

- ii. Motion to approve this refinement; passed.

5. Proposed Changes to the By-Laws

- 1. The proposed changes to the By-Laws will appear on the October ballot.

- a. Membership Dues

- i. Allow the Board to raise dues without membership approval when needed, for improved flexibility, within limits. For example:
 - 1. Increase dues by up to 25% per year, with a maximum of \$50 every five years.
 - 2. Create appropriate membership types, such as monthly and annual subscriptions.
- ii. Currently considering replacing the \$1 trial (challenging to administer) with a monthly rate of a determined amount.

- b. Addition of Board Positions

- i. Allow the Board to raise the size of the board to seventeen members if needed. Currently, the By Laws provide for fifteen Board members. As we work to ensure meeting the needs of the Club and its membership, the Board requests flexibility to expand as needed. Any such Board expansion will be shared with the membership.

ADJOURN: 20:16