

# Final NYCC April Board of Directors Meeting Minutes

April 3, 2012 6:30 pm

Attendees: Ellen Jaffe, Arden Rodgers, Beth Bryson, Kate Mostkoff, John Siemens, Darren Ortsman, Carol Waaser, Eunice Martinez Eden Weiss, Grace Lichtenstein, Mindy Kaufman

## General Topics (Ellen)

### 1) Advocacy

a) Bike Summit – Ellen Jaffe attended in DC. About 800 attendees. In general – informative.

Rep. Earl Blumenauer (Dem. Oregon) - Keynote: Wants to see Bicycling as a political movement

US Sec of Transportation Ray LaHood, Keynote: Transportation bill passed by House is worst in history; would throw out Safe Streets funding, among other things. Asked bicycle lobbyists to urge passage of Senate bill.

Summary of rest of meeting: Summary of rest of meeting: Bicycling is big business; a 6 billion-dollar business that drives economic vitality in an exponentially growing number of towns and cities across the country.

b) Meeting of Central Park coalition -- met New Central Park Police Captain Jessica Corey who has replaced Wishnia. She made clear she would ticket cyclists for “reckless behavior.”

c) NYCC has Joined NYS Bicycling Coalition & also Alliance for Biking and Walking

### 2) Other Matters

a) Silent Auction for Kids Ride Club Benefit at Crosby St. Hotel – about 85 attendees at benefit. 37 silent auction items brought in \$2,000 plus \$1100 cash donation. Everyone had a good time.

b) Permits for Newcomers (Goswick pavilion) and All-Class Ride (Oakland Beach Park) are needed.

c) Club Merchandise – online pre-order store is now closed. Good number of orders. Reopening later in season discussed. Wool jersey from Earth Wind Rider not viable. BOD approved purchase of Soigneur brand fit kit for wool jersey. Will be shown at club meeting. Men’s sizing only. Cost: \$125.

d) Bike Month Rides – other ideas? Club will list 3 “Social Sundays” rides in May. Grace L will enter these in Bike Month database.

e) At request of Bob Ross, \$ 60 allocation authorized to Jon Shireman on a shareware application so he could develop the participant database that's now being used by both the A-Classic & A-19 SIGs.

### **Incentives (John)**

Discussion about Neile Weissman: he asks if one of his leaders whose membership has expired could have a year's membership instead of the incentive swag. BOD informal sense – no, that's not what we want to do with incentive points..

### **Escape New York Chair (Beth)**

Website will be ready shortly. Will be offering ENY Jersey (shown) from Primalwear for \$80.

New this year: a 25-mile route from Sakura Park to (shh) Tenafly & back. Should children be allowed on ENY? This is question for insurer. There was talk about exchanging ENY listing with other bike clubs. Beth also talked about using ENY as pathway to membership signup.

Beth asked for and was promised a few minutes at both May and June club meetings to pitch ENY & volunteering.

### **PR(Grace)**

Needs things like calendar to promote via Twitter or FB. She is contributing article about the SIGs to magazine being published in conjunction with New Amsterdam Bike Show.

Grace asks: How many Berkshire slots left? Answer: only limit is on dinner. Attendees must sign up in advance. No signup at door.

### **Content (Eunice)**

Conference call with webmaster, Ellen, Markus to review format issues  
Eunice has worked with Beth on ENY website page content.

Also: B SIG website page now has list of rides.

### **VP Programs (Eden)**

All meetings for rest of year are now planned:

April -. Mikael Hanson, endurance coach, to speak on training + lots of raffle items

May/June SIG graduations

July – hopes to have Paul Levine from Signature cycles speak on custom vs. off-the-shelf bikes.

Sept – Randy Cohen (formerly NY Times columnist “the Ethicist” invited for 2<sup>nd</sup> visit.

Oct --. Hopes for endurance cycling legend Susan Notorangelo

Nov.-- Perhaps Dave Williams, new mgr of Stephen Roche Camp in Mallorca if he can speak without making his appearance one big ad for the camp.

### **Webmaster(Darren)**

Ride Calendar is now live on website under “events”

More work on WySIWYG (“what you see is what you get” while editing)

Plans in works for ride descriptions to be available

Wait list capability for rides-- coming up.

## **Events(Laurie) (absent)**

## **Treasurer(Arden)**

We have over \$35,000 in bank. We are ahead of last yr by \$5,000. He submitted this months financials.

## **Membership Report (Mindy)**

We have 2031 members right now

Below: this is information which she no longer sees on the website but thinks they belong:

- 1) information participants should have before first ride - should say pump up tires, bike in good condition, etc. I'm not seeing this on the website.
- 2) ride locations - start places listed on website? I'm not seeing it.
- 3) everyone that joins should create a profile first
- 4) members' discounts in 2 places - also different vendors
- 5) perhaps a site map at the bottom?

## **VP Rides(Adrienne-absent)**

### **Ride Coordinators (Carol)**

How to answer questions about listing charity rides? Answer: tell people to post on Message Board or Facebook

Incentive points for submissions to the ride library? BOD agrees: Yes, if it is an original route. Ride Librarians Hank and Carol will make that determination and notify John when incentive points are due. Ride leaders whose rides are rained out or bumped by rained-out SIG rides should get incentive credits

### **Ride Coordinators (Kate) –**

Issue of lack of interest in C rides discussed

## **Ride Coordinators (Bob-absent)**

### **Secretary (Morene-absent)**

BOD Approved March minutes .

Next meeting Tuesday May 1 6:30 pm.

Respectfully submitted,  
Grace Lichtenstein subbing for Morene.