

August Board Meeting - Tuesday, August 3, 2010 6:30-8:45pm

Location: 875 Third Avenue

Minutes submitted for Board approval by Derek Chu

In attendance:

George Arcarola	Crystiina Avram	Adrienne Browning	Derek Chu (by phone)
Hal Eskenazi	Ellen Jaffe	Grace Lichtenstein	Eunice Martinez
Jim Reaven	Arden Rodgers	Alan West	
NOT ATTENDING:	Paul Adams		

Conference call bridge number: 888-668-7002

A. Old Business (Derek)

B. Ride Safety (VP, Rides and Rides Coordinators)

- Any accidents or incidents on Club rides in the past month? None

C. Treasurer's Report (Arden)

NYCC Balances 7/29/2010

TD Bank Subtotal \$58,967.41

PayPal \$0.00

Total Bank Accounts \$58,967.41

D. Secretary (Paul)

- Status of formal Board meeting Minutes? Oct., Nov., Dec. 2009 and January through July 2010 need to be approved and printed in the Club Bulletin

E. Membership (Crystiina)

- Membership update - As of July 29, 2010, we had 1,936 members
- July Club Meeting - Please note that we had 23 people for dinner at the NYCC meeting

Receipts:

22 people x \$19 = \$418

1 person x \$20 = \$20

1 pair of socks sold = \$10

Total receipts = \$448. July meeting loss/expense of (\$472)

F. Content (Eunice)

- Web site content

G. Special Events (Hal)

- Newcomers Ride August 14th:
 - The Park Permit is all set. The ride team will handle the cyclist organization in Central Park. Gary McGraime and Hal will run the event in Pascack Park

H. General Topics (Derek)

- Review Schedule

August 10 - NYCC Goes to the Ballpark - Mets vs. Rockies

August 14 - New comers Ride

August 17 – Central Park Ice Cream Social and "August Club Meeting"

Sunday, September 12 - Cleanup of NYCC Miles on Route 9W (?)

September 25 - "Escape New York"

- Diamond Jubilee Gala Brainstorming Committee (Christy G., Jody S., M. Nguyen, Crystiina A., Grace L., D. Smykowski). Here is a brief update of the Committee's current thinking:

"The Diamond Jubilee, Heroes of the Club, past, present, and future"

The celebration day will start with the June All Class Club ride, the one where the club treats for lunch. We're hoping to get as many of the "past heroes" as possible to come on the ride. Our goal is to get 50 "past heroes" at the evening celebration. It is not likely all of them are still riding, certainly not riding enough to show up for the All Class Club ride. We certainly want to invite them. Jody and Christy will take on the responsibility of personally inviting "Heroes of the Past".

We are leaning heavily toward having the evening party at Xchange (<http://www.go-xchange.com>). Most of the committee has seen the space and agree, it's great and in a great part of town. Based on 300 attendees, preliminary estimates are:

Very preliminary Estimated Cost per person is	\$167.00
Ticket price	\$75.00

We will need to make up \$92 per person for a total of \$27,600 plus fundraising.

- Diamond Jubilee Charity Fundraising Committee (L. Greenstein, K. Edward)

1. Why should NYCC have charity fund-raising focus in 2011 for the Diamond Jubilee?

- Good PR for the club. We can issue press releases about the Anniversary showing that NYCC cares about the community
- Club members will feel good knowing that they are attending a social event that is also helping worthwhile organization(s). May be more of a reason for them to actually attend (and pay more than \$20 for a ticket for a buffet somewhere).
- May be more likely to get big names to attend, speak, be honored, if they know that their name will be associated with a fundraiser.

2. What types of organizations should NYCC support?

- Bike oriented, local, and that help the underserved. Organizations that are relatively new or don't have big donors already, but that have proven they do good worthwhile work, and we could help them grow. Charities researched: I Challenge Myself, Recycle-a-Bicycle, Times-up, Trips for Kids Metro New York

- 3. Fundraising options include:** Sell ad space in commemorative program, silent auction, donations will be tax deductible. EMS Soho has committed to be a sponsor.

4. Which Charities does the committee recommend and why?

- I Challenge Myself - based in the BX in a community with few services for poor kids, newer (founded in '03) with a very small budget of less than 100K, easiest to get info online which is a positive sign that they are managed well.
- Recycle-A-Bicycle's Kids Ride Club- also youth/education focused organization with a small budget (~375K), however their info on their website is very outdated but their FB page is up to date. They hope to expand to Manhattan in late 2010/2011.

- Web site Upgrade Update - Web site development is delayed

Priority for testing of key parts:

- Text Content and pictures (Eunice, Adrienne)
- Rides System- Submission and RSVP (Adrienne, Alan)
- eCommerce (Arden)
- Membership (Crystiina)
- Entire site particularly technology (Jim, Web team, Derek)
- ENY (Ellen Jaffe)

- Preliminary Club Meeting Schedule

Sept. 14 Club Meeting speaker- 75% confirmed for Selene Yeager, "Fit Chick" columnist *Bicycling Magazine* (referred to NYCC by Loren Mooney)

Oct. 12 Club Meeting speaker - Liz Robert, President, Terry Precision Bicycles, women's bicycle and apparel company (Thanks to Susan Rodetis)

I. Webmaster (Jim)

J. ENY 2010 (Ellen)

- Additional sponsor commitments: Jack Spade, Hammer Nutrition, Macy's, Arkel, Outlier, Nathan Labs, Tom Cat Bakery, Tate's Bake Shop, Mio Design, Popchips, Hincapie, Siggis, Fuze, Farmland Dairies, Bumblebar, Justin's, Ambrosial Granola, Bicycle Habitat, Signature, Jack Rabbit, Boudreaux's, Blondie's, Maggie's Meals, Cool Off, Manganaros, Cabot's, Cedar's. Registration as of July 30: 397.

K. A/B/C Rides Coordinator (Adrienne, John, Alan)

L. Public Relations (Grace)

M. Past President (George)

Next Board Meeting: Tuesday, Sept. 7, 6:30PM Place: 875 Third Avenue