

APRIL 5, 2011 – NYCC BOARD MEETING

Present: Ellen Jaffe, Adrienne Browning, Beth Bryson, Arden Rodgers, Grace Lichtenstein, Nicole Snow, Bill Laffey, Brigitte Padewski. Morene Bangel gave Ellen her proxy.

Time Noted: 6:30pm

We discussed whether there were any impediments to a BOD member giving another member his/her proxy vote. Ellen explained that there was nothing in the bylaws to prevent this.

Agenda

I. General Topics (Ellen)

1. **Advocacy Update** – FYL Bill, looking to lobby more CCMs to sign on, ‘Idaho Stop’ as alternate, CPC, Chief Morris, latest arrest – Christy Thede.
 - FYL bill has 10 sponsors. Ellen asked all members to email the Transportation Committee member in their district to sponsor the bill. NYCC website has links to relevant email addresses.
 - Ellen and Carol Waaser met with Transportation Committee staff members to discuss the issue. They also met with Manhattan North Chief of Police Morris, the day before the 10 speeding tickets were given out and then voided with personal visits to ticket recipients by the NYPD.
 - Another CPC meeting will be held on April 13th at 6:00pm, to be attended by Ellen and Adrienne Browning.
2. **75th Gala Update** – Advertising campaign starting shortly.
 - A timeline is being developed for the Club to be put on website.
3. **Archive Team Assembled for History Timeline** – Carol Waaser and Paula Froke are doing a number of video interviews of long time members.
4. **NYCC Online Store Update** – Sales to date(29 jerseys/6 shorts), selling well at this point. A good opportunity for the Club to make \$\$\$. Question raised on how to increase sales abroad and expand market generally. Someone said there was a way to position key words to get on top of Google returns.
5. **eWeekly Redo** – Extensive discussion on whether we should allocate \$400 requested to html formatting of a design to be created by Cathline Marshall, a NYCC member who volunteered to work with Eunice to design a new eWeekly. Vote passed with eight to fund this expenditure, limited to this amount and nothing more.
6. **Bike Month** – Review rides and promotion. “Social Sunday” rides will be posted on the website so that non-members can join the rides. They are open to the public.

7. **General Membership Drive** – Membership is down below 2,000. Not sure why. Cards were given out to leave in bike shops. People should do what they can to get new members. Bike month events should bring in more members.
8. **Berkshires Weekend** – Dinner registration about to open; Tom Laskey – rides. A, B, C Ride Coordinators need to keep in close touch with Tom to keep lists of all rides led.
9. **West Point** – Lucia Deng masterminding, deposit. BOD voted to authorize \$2,000 deposit to the Thayer. Passed with eight votes, one abstain. They will be allotting us king-size bedrooms, with either fold-out sofas or cots. Will cost a bit more due to cot cost. Dates will be switched for the BBQ and boatribe, we assume due to fireworks schedule.
10. **Newcomers Ride** – Nail date and destination. Has been in July . . . change to June? Ellen will contact Gary McGraime, who has been head of this event for several years. General agreement to change the venue from Pascack Park, which has gotten old. We discussed various alternatives, including Liberty State Park and Piermont, Goswick pavilion. Date is now set for Sunday, June 12 at Piermont. We may provide light lunch (due to difficulty for 100+ people to buy lunch in Piermont).
11. **All-Class Ride** – Nail date and destination. Has been in June . . . change to August? Voted to change this to August 7th. Ellen suggested Oakland Beach Park near Rye Playland. Brigitte will be talking with the facility people to determine costs and availability for that date. Food vendor TBD.

II. **Treasurer's Report** (Arden)

- \$32,196 in the bank.
- At this point in the year, we have spent \$6,000 more than we took in in revenue. Last year, we were \$2,000 ahead.
- Membership dues are ahead \$11,000 of last year, but website costs are up also.
- Looking to expand market for new jerseys to increase revenue. However, unclear if such revenue is “unrelated business taxable income” such that we need to pay tax on it. Arden is looking into this tax issue.

III. **Secretary** (Morene – not present)

Approve March minutes – minutes approved.

IV. **Membership Report** (Jennell – not present)

- 1,992 members

V. **Content** (Eunice- not present)

- eWeekly makeover, discussed earlier in meeting

VI. **Special Events** (Brigitte)

- **KRC Benefit Review** – Profit, when best to present check? Made approx \$2,500 for the Kids Ride Club. Great event, great venue. Everyone seemed to enjoy.
- **Eastern Mountain Sports** – GPS event in April.
- **Apple Store Event** – iPhone apps, perhaps in May.
- Also discussed finding new venue for the holiday party and perhaps having a bowling event one month.

VII. **V.P. of Rides** (Adrienne)

1. **Ride Leader Tally** – Whether “in park” rides should be counted. Discussion began on this issue, to be continued next month when more BOD members are present. Pros and cons, do not want to discourage volunteerism. Possibly providing a side list of park rides led.
2. **A-SIG as One Organization** – with different levels, like the B and C. Ellen and Adrienne will schedule a meeting after the SIG with the respective SIG captains to discuss the idea.
3. **Status of “Ride-Related” Web Improvements** – What has been done over the past month on the website, status of my “to-do” items. Still problems with overall site, so none of “to dos” have been done. New volunteer helping with Drupal developer to make site faster.

VIII. **Rides Coordinators** (Bill, Nicole, Harry)

- Nicole having problems with email connections
- Bill to lead series of “historic site” rides with Carol W. after SIG season.

IX. **V.P. of Programs** (Jennifer – not present)

- **April Meeting** – How are the RSVPs? Push to get more attendance at this meeting – VBT is sponsoring gala and giving two trips to Tuscany to the Club. Want good attendance. Grace raised problem of newcomers not feeling welcome at meetings. Adrienne volunteered to staff the newcomers table at April meeting. Alert Teresa. Audio prep. No AV. How to conduct raffle. Freebies to give out. Travel literature to put out. Ellen obtained literature from Europe, Grace will also get info from VT sent to Ellen. Primalwear fit kit on premises 6::30pm - 7:15pm and after the meeting. Victoria Ross arranged for this.

X. **Public Relations** (Grace)

- **Membership Drive** – How to promote the Club?
- **Card Distribution** – Also posters made for the VBT April Club meeting, distributed to BOD to post in LBS.
- **Tabling at Columbia Presby**: April 18 – A health fair type event.

- **New Amsterdam Bike Show:** April 30 – Table to be provided by TA after some cajoling.

- **New banner for tabling?** Discussion over cost

XI. Escape New York (Beth)

- **General Update**

- **New Amsterdam Bike Show** – April 30

- **5BB Tour Table?**

XII. Webmaster (Jim)

- Review of Ryan and Phil’s work

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Next BOD meeting: Tuesday, May 3, 6:30pm