

January 3, 2012                      NYCC Board of Directors Meeting  
248 Lafayette Street  
6:30 p.m.

Attendees: Ellen Jaffe, Morene Bangel, Mindy Kaufman, Bob Ross, Eden Weiss, Arden Rodgers, Adrienne Browning, Darren Ortsman, Kate Mostkoff, Laurie Chittenden, Eunice Martinez, Beth Bryson.

#### GENERAL TOPICS (Ellen)

1. Ellen announced that John Siemens has graciously stepped up to be the Incentives Coordinator.

**Motion** was made to create a new board position as follows:

Incentives Coordinator will aggregate and track incentive points earned by members within one calendar year according to the points reward system approved by the Board and any additional point allocations made by the Board in that year. The coordinator will determine and award requested gear to each individual, making sure to mesh with available inventory.

**Motion** passed.

**Motion** was made to elect John Siemens into said position.

**Motion** passed.

2. The board discussed the point system. Several discussions ensued re SIG/STS point allocations, etc. System will need further honing.

3. We discussed whether there should be a board member incentive as well.

4. Ellen handed out a draft of cycling protocol for Central Park which was developed in conjunction with CRCA.

5. Ellen discussed advocacy issues, including the GWB ramp, mentioning a proposed meeting with Paul Steely-White (TA) and Port Authority Ex. Director Patrick Foye; Prospect Park Alliance, and other issues.

6. Gear. Ellen passed around a prototype of a wool jersey (NYCC Logo).

**Motion** was made to allocate \$350 for creation of two prototypes by Soigner.

**Motion** passed.

We discussed a special ride leader vest.

Rolando is updating the kit. We will reopen the NYCC store to take orders.

7. Crosby Hotel Benefit: March 26 is confirmed, pricing to start at \$75; bump up to \$100 after a certain time.

8. **Motion** was made to allocate \$250 for a postcard/countercard promoting the NYCC.

**Motion** passed.

#### TREASURER'S REPORT (Arden)

Total bank accounts: \$30,202.38. Income (total 2011): 183,328.64; expenses: (191,437.28); net: (8,108.64); prior year retained income: 38,311.02; Bank Balance: 30,202.38.

Arden proposed the idea of voting on a full-year budget at the next meeting.

Arden mentioned that we have \$504 left in the current allocation for website dev't. Also, status on CPA...still have not located a CPA who has a specialty in nonprofits.

**Motion** was made to do a club-wide survey (as previously discussed in prior meetings).

**Motion** failed.

We discussed whether to allow a small budget for SIGs for specific items such as printing costs, etc.

#### SECRETARY (Morene)

December minutes were approved via email after the meeting, since Morene did not send the minutes to the new, current board members, but only the 2011 BOD.

#### ENY (Beth)

**Motion** was made to grant \$13,000 to ENY for working capital to go forward with ENY engine.

**Motion** approved.

Beth said she would like to find a good PR/marketing person. Also, there was discussion of doing another ENY jersey.

Darren suggested including an ENY blog as part of the website.

## VP RIDES (Adrienne)

Adrienne mentioned that we may not be able to get the school for March 3 for the A and B SIGs. March 10 is okay for the B SIG to start, but will look into issue with the A's.

Adrienne also mentioned that Annaline and Robert Dinkelman are interested in leading an "A"-type Audax spring training series and will be sending guidelines to the ride coordinators.

Also, Linda Wintner's ride leader guidelines will be reduced to writing.

## WEBMASTER (Darren)

Darren discussed the next round of upgrades; one- to three-week development cycles. Eg., January: Performance tuning, audit backup procedure. 15 items still need to be honed. Need to close down old site; messaging for different SIGs via website; archiving. Feb., link rides and cue sheets; work on signup limits; one riding calendar; tighter integration with Facebook; shopping cart changes, move away from PayPal.

March, email, more automation.

Darren said we probably need about \$7,000 for completion.

**Motion** was made to allocate \$7,000 to continue the dev't work.

**Motion** Passed.

Darren also mentioned a mobile app development for smartphones; SIG/STS signup.

## EVENTS (Laurie)

Laurie discussed a date for February volunteer event at Ichi Umi. We came up with Feb. 22 at 6:30. Cost to club is \$36/person, with "guests" of volunteers paying their own way.

**Motion** was made to allocate \$4,000 for volunteer party.

**Motion** passed.

Laurie also mentioned Jan. 18 for an EMS Cycleops training event at 2152 Broadway.

## VP PROGRAMS (Eden)

Club meetings are all planned, except for two, with attendant programs; discussed plans going forward. There's lots of SWAG to raffle off at the club meetings.

## MEMBERSHIP REPORT (Mindy)

We currently have 2,250 members.

## CONTENT (Eunice)

Eunice mentioned that the board member list has been updated. Also, we need to update the bylaw language regarding new positions. We will get the language in place for membership to vote on said change.

## RIDE COORDINATOR (Kate - C Rides)

Kate mentioned that she is in the process of recruiting someone to lead the C STS.

## RIDE COORDINATOR (Bob – A Rides)

Bob said there are A rides listed through the winter. He has met with the SIG captains to exchange ideas.

RIDE COORDINATOR (Carol – B Rides; not present)  
PR (Grace; not present)



OUR MASCOT, LEO, DOING HIS JOB

In service,  
Morene Bangel, Secretary