

*Attending:*

Eden Weiss, John Semel, Kate Mostkoff, Skip Ralph, Claire Mordas, Israel Forst, Bob Ross, Neile Weissman, Susan Sun, Gal Natal, Brian Van Nieuwenhoven, Jeff Levine, Gwynna Smith, Manual Ordonez and Ellen Goldstein

Meeting started at 6:30 PM and concluded approximately at 8:30 PM

	Topic	Summary of Discussion	Next Steps
1	Club meetings	<ul style="list-style-type: none"> <li>• Eden gave a preview of the upcoming April club meeting:           <ul style="list-style-type: none"> <li>◦ the agenda will include 2 nationally known and 2 locally known frame builders, who will bring frame to illustrate their talks</li> <li>◦ Chelsea Piers will be the sponsor and will give away memberships of various lengths (ranging from 1 day pay to 1 week to a month)</li> </ul> </li> <li>• The May meeting will be the B-SIG graduation. Janus will be the sponsor and will give away a carbon bike worth between \$2,500 and \$3,000, as well as other merchandise           <ul style="list-style-type: none"> <li>◦ Eden is also hoping that Janus will donate a bike, to be used as a prize, for ENY</li> </ul> </li> <li>• For the July meeting, Juliet Macur author of Cycle of Lies will speak.           <ul style="list-style-type: none"> <li>◦ Some number of copies of the book will be given away and additional copies will be available at a 40% discount</li> </ul> </li> </ul>	
2	Club Activities	<ul style="list-style-type: none"> <li>• John has agreed with Rapha to reserve 20 spots (at no cost to the club) to watch cycling events in space designated for social events at the back of the store including:           <ul style="list-style-type: none"> <li>◦ The Tour of California, stage 3 (although he will need to reschedule his planned date of May 13, as it is the same night as the May club meeting)</li> <li>◦ The Giro d'Italia penultimate mountain stage (5,300 feet of climbing in 63 miles)</li> <li>◦ An information session on the Berkshires weekend will be held this week. 30 people have signed up so far, and there is room for 10 more.</li> </ul> </li> <li>• A van for the Berkshires weekend has been arranged at a cost of \$350. We will look for a volunteer driver (who, as a comp, will have the use of the van for the weekend)</li> <li>• This year, there will not be a formal dinner, but instead there will be a cocktail hour held at the bike shop in Great Barrington</li> <li>• We think that Morene Bangel is the coordinator for the West Point weekend (Manuel to confirm)</li> </ul>	

	<b>Topic</b>	<b>Summary of Discussion</b>	<b>Next Steps</b>
3	<b>Insurance</b>	<ul style="list-style-type: none"> <li>• Per Skip, it has been brought to our attention that club insurance is only valid at cycling events or events that have direct relationship to cycling <ul style="list-style-type: none"> <li>◦ Per Felicia, a club member and attorney, the club can not sponsor, for example, snowshoeing or ice skating events</li> <li>◦ We can consider adding a rider to our insurance, for additional coverage, but Susan's preliminary investigation indicates that such additional coverage is not easily available.</li> <li>◦ We would like to sponsor off-season events such as ice skating or other events such as rowing, but we are stuck</li> </ul> </li> <li>• It is ok to post non-cycling events on the message board, but not ok for such events to be approved by coordinators</li> </ul>	
4	<b>Topics from Neile Related to Club Rides</b>	<ul style="list-style-type: none"> <li>• We are working to establish a process for getting approval for cycling groups to travel on the Long Island Railroad (similar to how we work with Metro North currently) <ul style="list-style-type: none"> <li>◦ there are two pending groups (BSTS to Ronkonkoma and ASIG to Port Washington)</li> </ul> </li> </ul>	
5	<b>Topics from Neile Events</b>	<ul style="list-style-type: none"> <li>• Neile has arranged for a special screening of "Half the Road" at Cinema Village on East 12th street on Easter Sunday <ul style="list-style-type: none"> <li>◦ There are 20 places available and 15 people have signed up</li> <li>◦ This event is listed on the web site carousel</li> </ul> </li> <li>• He has arranged for Garmin training on May 22nd from 6:30Pm to 8:30 PM. The training will be given by a regional product trainer at TekServe on 23<sup>rd</sup> street <ul style="list-style-type: none"> <li>◦ The assumption is that participants will have a basic working knowledge of Garmin features.</li> </ul> </li> </ul>	

	<b>Topic</b>	<b>Summary of Discussion</b>	<b>Next Steps</b>
6	<b>Topics from Neile Events</b>	<ul style="list-style-type: none"> <li>• Neile is also arranging for the head of DOT (Polly Trottenberg) to speak before the club membership. He: <ul style="list-style-type: none"> <li>◦ is scoping out venues, and is estimating a budget of \$1,000</li> <li>◦ plans to have Ben Fried from StreetsBlog moderate the discussion, speaking to the content. In return, Neile, on behalf of NYCC has agreed to make a donation of \$500 to Streetsblog</li> </ul> </li> <li>• The ensuing discussion including the following points: <ul style="list-style-type: none"> <li>◦ This is a great idea. People are very interested in the city's ability to sustain achievements made under Janette Sadik Kahn</li> <li>◦ Per Eden, one of the best club meetings ever, with the best attendance was the meeting with Janette Sadik Kahn as headliner. <ul style="list-style-type: none"> <li>▪ Of note, he had to deal with the possibility of cancellation up through the last minute</li> </ul> </li> <li>◦ Why don't we do this using the club meeting forum in September or October or November?</li> <li>◦ Eden has open meetings</li> <li>◦ Annie's may not be sufficient as a forum</li> <li>◦ We don't agree that a \$500 donation of NYCC funds should be made to Streetsblog</li> </ul> </li> </ul>	
7	<b>Topics from Neile Advocacy</b>	<ul style="list-style-type: none"> <li>• As part of Hudson River Greenway development, additional cycling paths are going to be developed in the Bronx and Riverdale and, potentially, eventually, Battery City can be connected to Yonkers <ul style="list-style-type: none"> <li>◦ Plans include connecting Inwood to the Old Croton Aqueduct (today cyclists must use the heavily trafficked Broadway Bridge)</li> <li>◦ Riverdale has been notably anti-cycling, but community board members decisions were influenced by local cycling advocates (people who live in the relevant zip code)</li> <li>◦ Project funding is estimated at \$110m</li> <li>◦ Eventually, cycling paths should be available from lower Manhattan into Westchester</li> </ul> </li> </ul>	

	<b>Topic</b>	<b>Summary of Discussion</b>	<b>Next Steps</b>
8	<b>Club Membership</b>	<ul style="list-style-type: none"> <li>▪ Gal presented an update on her efforts related to club membership. She posed the following questions and potential answers           <ul style="list-style-type: none"> <li>○ Why do we want to grow membership?               <ul style="list-style-type: none"> <li>▪ It is a trailing indicator of a good club with good events</li> <li>▪ but we don't want to turn into Road Runners</li> </ul> </li> <li>○ If we are not growing as the popularity of cycling grows, then actually we are shrinking</li> <li>○ But who is our demographic?</li> </ul> </li> <li>▪ Initial review of data suggests:           <ul style="list-style-type: none"> <li>○ Approximately 12 to 13% of club members participate in some volunteer activity (as measured by incentive points)</li> <li>○ Less than 30% sign up for rides</li> </ul> </li> <li>▪ The ensuing discussion including the following points:           <ul style="list-style-type: none"> <li>○ So do we have aspirational memberships?               <ul style="list-style-type: none"> <li>▪ we have a silent majority that is funding the club</li> <li>▪ As a hypothesis, people join club, meet like minded friends, and then don't go on club rides any more</li> </ul> </li> <li>○ How many start a SIG and don't finish?</li> <li>○ How many graduate the SIG and then never ride with the club again ?</li> <li>○ How about a survey ?               <ul style="list-style-type: none"> <li>▪ What are you interested in ?</li> <li>▪ What would it take for you to want to stay ?</li> </ul> </li> <li>○ Per Jeff, surveys can be very effective when they are simple, for example, a single question "would you recommend this club to someone else" with the answer being a number on a scale of 1 to 10               <ul style="list-style-type: none"> <li>▪ but this information is only really informative as a trend, measured over time</li> </ul> </li> <li>○ What is the goal ? To increase participation versus membership? How are these goals related ?</li> <li>○ Perhaps we should table until we have more data               <ul style="list-style-type: none"> <li>▪ are people really inactive ? Or just not active in the way we have in mind ?</li> <li>▪ Kate can provide 3 years of rosters of who signed-up and who graduated for Cs</li> <li>▪ Bob has A's</li> </ul> </li> </ul> </li> </ul>	<p>Additional data mining</p> <p>Gal to plan one question survey to membership</p>