

Minutes of the November 4, 2014 Meeting
of the
Board of Directors
of the
New York Cycle Club

Present were: Neile Weissman (President), Bob Ross (Past President), Skip Ralph (A Rides Coordinator), Sabina Eberle (Merchandise Director), Gal Natel (Membership Director), Eden Weiss (VP-Programs), Kate Mostkoff (VP-Rides), Brian Van Nieuwenhoven (B Rides Coordinator), Israel Forst (Webmaster) and Peter Storey (Secretary).

Neile called the meeting to order shortly after 6:30 PM.

1. ***Report of the VP-Rides and Related Discussion.***

Kate distributed two handouts which were ordered filed with the Minutes. Kate reported that, rides and riders were down over previous years. Although 2013 may have been anomalously high, the conclusion was nevertheless inescapable. She reported that it was not clear why this was so: the cold winter may have been partially to blame, but the SIGs were also slow to fill, and the summer's heat had been quite moderate. She noted that participation was also down from both 2012 and 2013, and that we have a great many members who don't ride with the Club at all (of 2,000 members, barely 1,200 have ridden with the Club even once this year)¹.

Brian pointed out that, despite efforts to increase them, B17 and B18 rides were in short supply, as were C rides. Kate agreed, pointing out that the ratio of A:B:C rides posted was 8:5:2 and the number of participating riders was 12:6:2. The dearth of C rides is a real barrier to Club participation, and this is an area where more Board action is needed.

Neile raised the possibility of a post C SIG series lasting perhaps eight weeks, solely for new C SIG graduates. This series would enable SIG groups to continue to ride together for a period of time and would also provide leader training and practice for C SIG graduates, in hopes of creating a new crop of C leaders. Also, that a post-B SIG series could also be employed for leadership training.

Further discussion revealed a consensus that we need to do even more to get recent SIG graduates to lead rides at all levels.

It was noted that Kate would shortly host a transition meeting of current and future ride coordinators, herself and her successor as VP-Rides. The decline in rides and ridership and the possible post C SIG Series will be discussed at that meeting.

2. ***Ride Feedback Proposal.***

¹ Figures for all years are for the period January through September in each year.

Israel then distributed a proposal by which riders could give feedback on the rides they participate in, and a copy was ordered filed with the Minutes.

After a ride, each rider would receive a questionnaire requesting feedback on several aspects of the ride. The questions could evolve and vary over time. Riders would reply via e-mail to the relevant ride coordinator with their feedback. The ride coordinator would share the feedback with the ride leader when appropriate. Leaders with consistently good feedback would receive additional badges on their website profiles.

Israel estimated the cost of implementing the proposal at approximately \$1500. He said the labor involved was manageable.

There followed discussion of possible questions for the questionnaire and concern was expressed that this proposal might discourage as well as encourage ride leaders. It was resolved to table the proposal pending its more detailed discussion at the ride leader transition meeting referred to above.

3. ***Cue Sheet Library Proposal.***

Israel then distributed a proposal to revamp the Club's cue sheet library, and a copy was ordered filed with the minutes.

Under the proposal, new cue sheets would be submitted under a standard web form, riders would be able to rate them, and also to comment on them, advising of detours and similar interim changes. The library would show the cumulative user ratings for each route and would be searchable based on region, distance, elevation, common landmarks, etc. In addition there would be regional displays showing all routes in a given region and allowing users to click through to more detailed maps.

Israel estimated the cost of implementing the proposal to this level at approximately \$1500.

If taken to a further level not included in the foregoing estimate, all routes would be moved to TCX files and a cue sheet generation program would be integrated with the library. Members would be educated in the use of RWGPS to generate new routes and the library would be integrated with Google maps.

On motion duly made and seconded, it was resolved to proceed with the implementation of the first phase of the Cue Sheet Library Proposal.

4. ***Report of the VP-Programs.***

Eden reported on the success of our October Club Meeting, the first to be held at Connolly's. Turnout was excellent, and we delivered to Connolly's nearly double the revenue that we had guaranteed to them.

Our November meeting will also be held at Connolly's, the subject will be "The Healers" and Eden urged all to attend.

Eden also adverted to his transition report, which was ordered filed with the records of the Club. The Board thanked Eden for his service as VP-Programs over the past four years.

5. ***Non-Cycling Activities.***

The Board then reviewed the issue of the Club's role in non-cycling activities promoted by members of the Club. After discussion of the issue and reference to the earlier discussion at the Board's April, 2014 meeting, the Board adopted the following policy statement:

Non-cycling - Members are encouraged to propose non-cycling activities that they believe would be of interest to the membership. At the same time, these are not susceptible to meaningful ride coordinator review, and the Board does not view them as official or sponsored activities. Consequently, non-cycling activities will not be included in our ride listings, although the message board will be available to promote them.

Hybrid - Activities that combine a meaningful cycling component with another activity, will be considered "rides" and therefore eligible for inclusion in the ride listings, subject to normal ride coordinator review.

Both categories have been very popular in years past. Their scope and variety -- skating, hiking, kayaking, movies -- are testimony to our creativity in finding new ways to interact with each other. This policy is not intended to discourage any particular class of activities, but rather to balance fairly the institutional needs of the Club with the needs and desires of interested members.

6. ***Other Ride Suggestions.***

Brian then made several suggestions for other rides that might help with our participation and leadership issues. These included:

- Provisional rides, in which a ride is conceived and listed before a leader is identified, in hopes that a leader can be found;
- SIG follow-on programs similar to the post C SIG series discussed above, again in hopes of increasing participation and new leader involvement; and
- Monthly rides similar to the newcomers ride which would be unlimited in participation and therefore available to all, while creating ample roles for co-leaders.

Given the lateness of the hour, discussion of these suggestions was postponed until the next meeting.

The meeting adjourned shortly after 8:40 PM

Respectfully Submitted,

/s/ Peter K. Storey
Secretary

Report of the VP-Rides and Related Discussion.

Comparison # rider participants January-October 2013 and same period 2014:

2013 9,810

A 6,082
 B 2,672
 C 1,056

2014 7,486

A 4,434
 B 2,276
 C 776

Year to date approximately, A-rides participants are down 25%, B-rides are down 15%, and C-rides are down 25%

Rides posted:

Year	A	B	C
2013	650	374	165
2014	459	306	122

Proportion of rides posted is roughly (A/B/C) 8 - 5 - 2

There's close to 4 A rides posted for every C ride. I used "2" as the base number for C rides to avoid fractional numbers.

As for the actual users on rides, the proportions are roughly (A/B/C) 12 - 6 - 2 in 2014.

In terms of changes year-to-year, the decline in C-ride postings went down in correlation with the decline in riders. The number of A-rides posted was down more than the number of participants, which suggests the supply of open spots tightened. Same for B-rides. The main difference is that the B-rides group had marginally better change (or, "less of a decrease") in rides and participants than the other groups.

Moving to participants/rides as a ratio: The C group and the B group are pretty close to one another, with the B group (7.3 riders per ride) being a little more saturated than the C group (6.3 riders per ride). The A group is noticeably more saturated, with an average of 9.6 riders per posted ride

As a year-to-year comparison, the C group got slightly *better* in this regard (more rides per rider by about 2%), while both A's and B's got slightly worse (less than 5% difference)

The club, overall, averages 8.4 riders per ride, and that's a 3% increase (or deterioration, since bigger is worse) from the prior year.

Abs Change YTD Pct Change YTD

YTD riders

Row Labels	Count of Ride Level			
2012	7009	7009		
A	3652	3652		
B	2693	2693		
C	664	664		
2013	9810	9810	2801 Participants	40%
A	6082	6082	2430 Participants	67%
B	2672	2672	-21 Participants	-1%
C	1056	1056	392 Participants	59%
2014	7486	7486	-2324 Participants	-24%
A	4434	4434	-1648 Participants	-27%
B	2276	2276	-396 Participants	-15%
C	776	776	-280 Participants	-27%

For Posted Rides:

YTD Rides

Row Labels	Count of Ride Level	Abs Change YTD	Pct Change YTD
2012	986		
A	509		
B	406		
C	71		
2013	1189	203 Rides	21%
A	650	141 Rides	28%
B	374	-32 Rides	-8%
C	165	94 Rides	132%
2014	905	-284 Rides	-24%
A	470	-180 Rides	-28%
B	313	-61 Rides	-16%
C	122	-43 Rides	-26%

NUMBER OF RIDERS - CUE AND TRAINING RIDES - BY LEVEL

Row Labels	A	B	C	Grand Total	% Change
2011	1326	1384	477	3187	
2012	3357	2540	626	6523	105%
2013	5775	2499	1026	9300	43%
2014	4214	2119	751	7084	-23%

NUMBER OF RIDERS - CUE AND TRAINING RIDES - BY MONTH

Row Labels	January	February	March	April	May	June	July	August	September
2011	20	58	268	269	314	632	565	566	495
2012	303	339	442	462	763	1237	991	1159	827
2013	507	414	812	1111	1117	1668	1439	1398	834
2014	330	384	757	902	1074	1043	983	1078	533

NUMBER OF MEMBERS PARTICIPATING IN AT LEAST 1 RIDE PER YEAR

2011	990
2012	1279
2013	1333
2014	1198

Excludes 516, 515

NUMBER OF RIDES OFFERED BY TYPE

Row Labels	Cue	Training	Grand Total	Participants Per Ride
2011	401	234	635	5.0
2012	727	481	1208	5.4
2013	778	637	1415	6.6
2014	520	425	945	7.5

NUMBER OF RIDES OFFERED BY LEVEL

Row Labels	A	B	C	Grand Total	% Change
2011	281	268	86	635	
2012	624	486	98	1208	90%
2013	775	444	196	1415	17%
2014	490	330	125	945	-33%

Ride Feedback Proposal.

Ride Feedback Proposal

Estimated Cost: \$1500

Site Admin

- Manage Feedback Questions & answer types (text, 1-5 stars, etc....)
- Ability to change questions over time
- Auto-assign badges based on positive feedback

Ride Coordinator

- Receive emails with rider feedback
- Export data for offline analysis
- View consolidated feedback about a leader on the Leader's profile
- View consolidated feedback about a ride on the ride listing

Rider

- Receive email following a ride asking for feedback
- Submit feedback via link in Email
- Indicate if feedback can be shared with leader (default is coordinator only)

Leader

- Receive email with feedback (when rider indicates it should be shared)
- Awarded relevant badges as I achieve great results

Cue Sheet Library Proposal.

Cue Sheet Library Proposal

Estimated Cost: \$1500 (excluding future state)

Rider Feedback

- Rate a cue sheet 1-5 stars
- Comment on a cue sheet (e.g. Bridge is under construction for 6 months)

Curation

- Create webform for new cue sheet submission (vs. email today)
- Allow libraries to mark routes as “Signature Route” to be highlighted at the top of a region’s page
- Show cumulative user rating on a route and allow members to sort by highest rating
- Show discussion about a route on the route page

Search & Display

- Revamp Regional Display so that the regions are presented as a map, which a click through to a more detailed map of the region
- Let users search/filter routes based on region, distance, elevation, etc...

Future State

- Move all routes to TCX Files & integrate Cue Sheet Generator
- Educate members on better use of RWGPS to generate clean routes
- Integrate with Google Maps so that users can browse a map and see routes