

Final

Minutes of the September 1, 2015 Meeting
of the
Board of Directors
of the
New York Cycle Club

Present were: Neile Weissman (President), Jerry Ross (VP Rides), Susan Sun (Treasurer, attending by phone), Brian Van Nieuwenhoven (Editor), Israel Forst (Webmaster), Gal Natel (Membership Director), David Beckley (A Rides Coordinator), Jim Finder (B Rides Coordinator), Michael S Bernstein (C Rides Coordinator) and Peter Storey (Secretary).

Neile called the meeting to order at or about 6:45 PM.

1. Ride Coordinator Reports.

Jim reported that things were going well as regards B rides. In particular, the B rides for the All-Class ride had been a success. David said he was trying to generate more A rides, but that, in August, many likely leaders were busy or away. Michael reported that some C rides were going on, but he did not expect to see much until October: basically, we're pretty much where we were last year.

Jim noted that in past year's, many of our "event" rides, such as the Fall Foliage series and the Connecticut Shoreline Ride, had been brought about by individuals taking the initiative to organize them, rather than relying on the various Board members. He wondered where that initiative had gone and how we could re-kindle it. Discussion of this point was scheduled for the October meeting

2. Photo of the Week.

Brian noted that it was sometimes difficult to include a Photo of the Week from the immediately preceding weekend if the E-Weekly was to continue to appear on Monday. He asked for the Board's guidance on whether it was preferable to push the E-Weekly back to a Wednesday schedule or, alternatively, to use photos from the previous week (for example, up to nine days old). The consensus favored the latter approach.

3. Special Events Report.

Yvette reported that Special Events in the aggregate had so far been on budget for the year. Small overruns on some events had been offset by small surpluses on others. Yvette noted that the All-Class Ride went well, despite a larger-than-expected number of no-shows and a corresponding food surplus, which was donated to the 4th Street Men's Shelter. She is working on the Holiday Party, which will likely be at the same venue as last year.

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Jerry and Yvette are coordinating on the Fall Clean-Up ride.

4. *Treasurer's Report.*

Susan circulated a year-to-date report, a copy of which was ordered filed with the Minutes. The bottom-line conclusion was that while revenue is below budget, expenses are below budget by even more, with the result that net income is about \$5,000 ahead of budget for the year-to-date. Relative to this point in the year 2014, and excluding ENY, revenue and expense were both down by \$20,000 with the result that net income is unchanged.

5. *SIG Coordinators Meeting.*

Neile summarized the substance of his August 13th meeting with the three SIG coordinators, the theme of which was "Everyone takes a Pull". He pointed out that he had conducted an NPS survey after the SIG, and that the SIG's score was 60, which is really quite good. The idea is to build on that year-on-year. This is important, because successful SIGs drive membership, ride leader recruitment and the health of the Club generally.

It was also agreed that more of our Spring Club meetings will be aimed at the SIGs and the needs of participants. Anticipating those needs, the October meeting will focus on cold weather riding and equipment for the early Spring.

There was also discussion of the best ways for coordinators, captains and individual SIG leaders to market the SIG through social media and other means.

6. *Website Upgrade.*

Israel circulated a proposal to upgrade the Club website, a copy of which was ordered filed with the minutes. He stated, in essence, that the current site had evolved over time with the assistance of several different developers and would be difficult to continue to evolve in its present form. Moreover, this state of affairs requires a webmaster who is familiar with "every nook and cranny" of the present site. He recommended that the upgrade be done sooner rather than later and noted that the proposed price of \$10,000-12,500 at \$100 per hour is competitive.

On motion duly made and seconded, and after discussion, it was:

Resolved: that the proposal presented to the meeting to upgrade the Club's website is adopted, and the Webmaster is authorized and directed to proceed to implement that proposal.

7. *Volunteer Coordinator.*

Directors not present at the June meeting asked for further discussion of the Volunteer Coordinator position approved at the June meeting, including a more detailed discussion of the responsibilities and a re-visiting of whether this position should be a Board position or something else. After discussion, the decisions made at the June meeting

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were affirmed and Gal was asked to prepare a more detailed job description of the position.

8. *Nominations.*

All Directors present agreed to be re-nominated to serve on the 2016 Board.

The meeting was adjourned at 8:40 p.m.

Respectfully Submitted,

/s/ Peter K. Storey
Secretary

Executive Summary
August 30, 2015 YTD Actual: Preliminary
(Excluding ENY Income/Expenses and Including ENY Contribution)

FY 2015 YTD vs. FY 2015 Budget

Income excluding ENY is \$ 9K lower than prorated budget
Expense excluding ENY is \$ 14K lower than prorated budget
Net income is \$5k higher than budget

FY 2015 YTD vs. FY 2015 Budget by Activity

3,400	July 4th , income is \$7k and expense is \$10k below budget
1,000	Monthly Club Meeting
3,000	Website
(700)	Memberships income
(1,700)	Merchandise
<u>5,000</u>	

FY 2015 YTD vs. FY 2014 YTD:

Income excluding ENY declined by \$20k
Expense declined by \$20k ;
Net income is flat

FY 2015 YTD vs. FY 2014 by Activity

(600)	Berkshires
1,500	July 4th
3,000	Monthly Club Meeting
(700)	Special Events
(1,200)	Holiday Party
2,700	Website
(2,600)	Memberships income
(3,500)	Other Income
(2,200)	Misc. Expenses
2,900	Merchandise
<u>(100)</u>	

NYCC Balances	8/30/2014	8/30/2015
Checking		\$16,629
Internet Money Market		\$79,205
Bank Subtotal	\$0.00	\$95,834
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Money To Deposit		\$7,574
Credit Card Liability		(\$1,813)
Net	\$115,117	\$101,595
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Bank balance for ENY	\$26,123	\$12,995
Bank Totals ex-ENY	\$88,994	\$88,601

Totals	8/30/2014	8/30/2015	2015 Prorated Budget	2015 Budget	2015YTD vs. 2014YTD	2015YTD vs. 2015 Prorated B	2015YTD vs. 2015 FY B	Owner
Income	\$98,766	\$62,910			(\$35,857)			
Expenses	(\$74,415)	(\$52,080)			\$22,335			
Net	\$24,352	\$10,829.5			(\$13,522)			
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Prior Year(s) Retained Income	\$90,766	\$90,766			\$0			
Net Bank Balance	\$115,117.39	\$101,595			(\$13,522)			

Escape New York (ENY)	8/30/2014	8/30/2015			2015YTD vs. 2014YTD			Owner
Income	\$24,845	\$9,315			(\$15,530)			Sam
Expenses	(\$12,775)	(\$2,883)			\$9,892			
ENY Charity	(\$7,500)	(\$14,991)			(\$7,491)			
NYCC 10%					\$0			
Net	\$4,570	(\$8,559)			(\$13,129)			
Cumulative	\$26,123	\$12,995			(\$13,129)			
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Totals Excluding ENY								
Total Income Excluding ENY	\$73,921	\$53,595	\$62,825	\$82,200	(\$20,327)	(\$9,231)	(\$28,605)	
Total Expense Excluding ENY	(\$54,140)	(\$34,207)	(\$48,499)	(\$72,045)	\$19,933	\$14,293	\$37,838	
Net Excluding ENY	\$19,782	\$19,388	\$14,326	\$10,155	(\$394)	\$5,062	\$9,233	
Cumulative	\$88,994	\$88,601						

Details by Major Category	8/30/2014	8/30/2015	2015 Prorated Budget	2015 Budget	2015YTD vs. 2014YTD	2015YTD vs. 2015 Prorated B	2015YTD vs. 2015 FY B	Owner
Berkshires								
Income	\$1,125	\$700	\$1,000	\$1,000	(\$425)	(\$300)	(\$300)	Yvette
Expenses	(\$475)	(\$633)	(\$800)	(\$800)	(\$158)	\$167	\$167	
Net	\$650	\$67	\$200	\$200	(\$583)	(\$133)	(\$133)	
July 4th								Neile
Income	\$14,965	\$7,185	\$14,000	\$14,000	(\$7,780)	(\$6,815)	(\$6,815)	
Expenses	(\$15,045)	(\$5,806)	(\$16,000)	(\$16,000)	\$9,239	\$10,194	\$10,194	
Net	(\$80)	\$1,379	(\$2,000)	(\$2,000)	\$1,459	\$3,379	\$3,379	
Monthly Club Meeting at Annie Moore's								Neile
Income	\$3,320	\$0	\$0	\$0	(\$3,320)	\$0	\$0	
Expenses	(\$6,620)	(\$210)	(\$1,374)	(\$1,500)	\$6,410	\$1,164	\$1,290	
Net	(\$3,300)	(\$210)	(\$1,374)	(\$1,500)	\$3,090	\$1,164	\$1,290	
Merchandise								Mike
Income	\$1,866	\$362	\$937	\$1,500	(\$1,504)	(\$575)	(\$1,138)	
Expenses	(\$6,635)	(\$2,984)	(\$1,750)	(\$7,000)	\$3,651	(\$1,234)	\$4,016	
Storage	(\$883)	(\$131)	(\$178)	(\$275)	\$752	\$48	\$144	
Net	(\$5,652)	(\$2,752)	(\$991)	(\$5,775)	\$2,900	(\$1,761)	\$3,023	
Special Events & KRC								Yvette
Income	\$98	\$149	\$0	\$0	\$51	\$149	\$149	
Expenses	(\$3,394)	(\$4,143)	(\$4,300)	(\$4,750)	(\$748)	\$157	\$607	
New Comer	(\$1,939)	(\$1,964)	(\$1,900)	(\$1,900)	(\$25)	(\$64)	(\$64)	
All Class	(\$1,455)	(\$2,053)	(\$2,100)	(\$2,100)	(\$598)	\$47	\$47	
Ice Cream	\$0	\$0	\$0	(\$450)	\$0	\$0	\$450	
9W clean up	\$0	(\$125)	(\$300)	(\$300)	(\$125)	\$175	\$175	
KRC Charity Donation	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Net	(\$3,296)	(\$3,994)	(\$4,300)	(\$4,750)	(\$697)	\$306	\$756	
Holiday Party								Yvette
Income	\$1,230	\$0	\$0	\$3,400	(\$1,230)	\$0	(\$3,400)	
Expenses	\$0	\$0	\$0	(\$3,400)	\$0	\$0	\$3,400	
Net	\$1,230	\$0	\$0	\$0	(\$1,230)	\$0	\$0	

	8/30/2014	8/30/2015	2015 Prorated Budget	2015 Budget	2015YTD vs. 2014YTD	2015YTD vs. 2015 Prorated B	2015YTD vs. 2015 FY B	Owner
Other Income								
Membership Income	\$47,702	\$45,066	\$45,797	\$58,600	(\$2,635)	(\$731)	(\$13,534)	Gal
ENY Contribution	\$0	\$0	\$0	\$2,500	\$0	\$0	(\$2,500)	Sam
Other / Unknown Income	\$3,616	\$132	\$1,091	\$1,200	(\$3,483)	(\$959)	(\$1,068)	
Expenses								
Insurance	(\$6,337)	(\$6,875)	(\$6,875)	(\$6,875)	(\$538)	\$0	\$0	Susan
Volunteer Party	(\$2,514)	(\$2,545)	(\$2,545)	(\$2,545)	(\$31)	\$0	\$0	
Website	(\$7,278)	(\$4,576)	(\$7,575)	(\$10,000)	\$2,703	\$3,000	\$5,424	Israel
Rides	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Board Meetings	(\$705)	(\$614)	(\$738)	(\$1,200)	\$91	\$124	\$586	Neile
Youth Program	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Administrative	(\$522)	(\$293)	(\$867)	(\$1,800)	\$229	\$575	\$1,507	Neile
Professional & Legal Fees	\$0	\$0	\$0	(\$4,000)	\$0	\$0	\$4,000	Susan
Charity (non-ENY)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Unknown	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
PayPal / Active / Square Fees/Authoriz	(\$2,216)	(\$1,142)	(\$2,522)	(\$3,000)	\$1,074	\$1,380	\$1,858	Israel
Marketing		(\$500)	(\$500)	(\$2,000)	(\$500)	\$0	\$1,500	Board
advocacy			\$0	(\$1,000)	\$0	\$0	\$1,000	Neile
Other Expenses	(\$1,515)	(\$3,757)	(\$2,475)	(\$2,500)	(\$2,242)	(\$1,282)	(\$1,257)	
Contingency	\$0	\$0	\$0	(\$3,400)	\$0	\$0	\$3,400	Susan

The background of the slide is a solid blue color with a subtle gradient. Scattered across the background are numerous water droplets of various sizes, some appearing as simple circles and others as more complex, elongated shapes with highlights and shadows, giving them a three-dimensional appearance.

NYCC WEBSITE UPGRADE PROPOSAL

SEPTEMBER, 2015

EXECUTIVE SUMMARY

WHY UPGRADE?

- Engine is dated & needs to be upgraded at some point (we can't avoid it forever)
- Built over time by 3 different developers, each cleaning up issues from their predecessor
- This makes current site is difficult to enhance
- User Interface is stale & not mobile friendly
- We need a modern looking and mobile-friendly UI

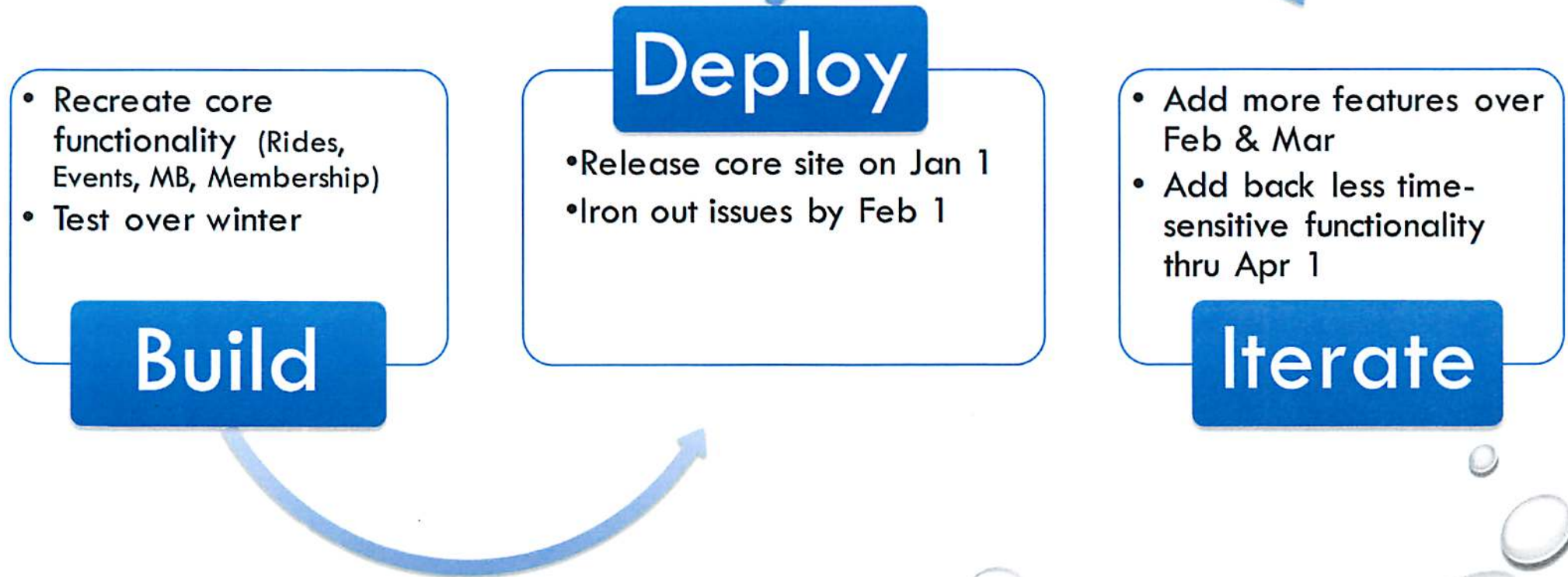
WHY NOW?

- Why This Year?
 - Webmaster must know every nook & cranny of current site.
 - The longer we wait the less likely it is that we'll have a tenured Webmaster
- Why decide in September?
 - Core functionality (described in the next slides) deployed by Jan 1
 - Layer in more features thru April

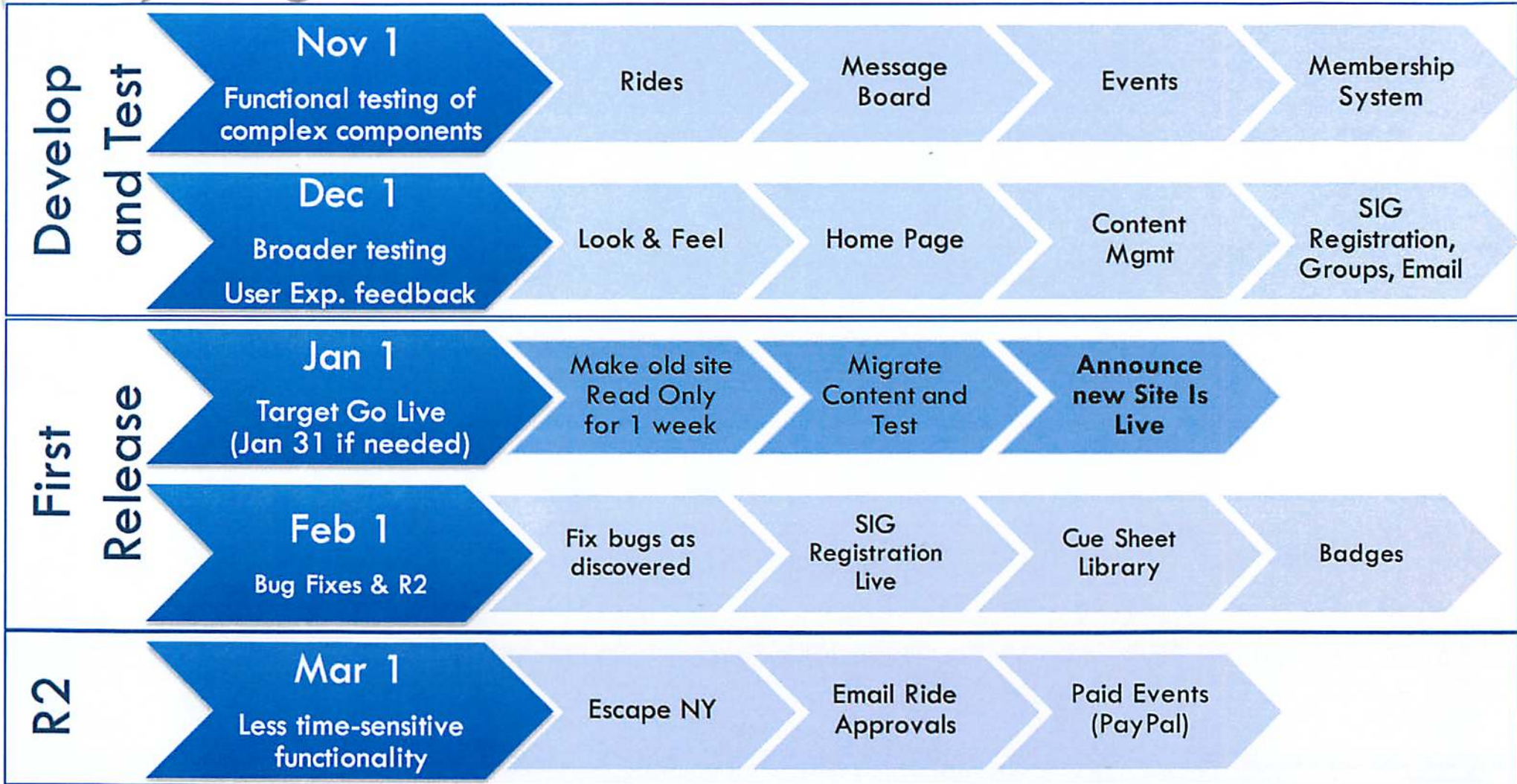
Estimated Cost: \$10,000 - \$12,500

Goal is to rebuild site from the ground up & eliminate all legacy junk

HIGH-LEVEL APPROACH



TIMELINE



ASSUMPTIONS

- Help with Testing – See next slide
- Find Designer and/or User Experience expert
- Inventory of legacy content (unless we want to migrate everything)
- Website may be read-only for a week in January (worst case)
 - Is this acceptable?

HELP WITH TESTING

- **Nov 1 - Members to test:**

- **Rides** – Post New Rides, Approve, Browse, Join, Withdraw, Waitlist, Cancel, Revise, Notifications
- **Message Board** – Browse, Post New Topics, Comment, Notifications
- **Membership System** – Register, Purchase Membership, Expiration, Auto-Renew
- **Events** – Post New Events, Register, Notifications

- **Dec 1 – SIG Captains, Ride Approvers, Content Editors to test:**

- SIG Registration, Groups, Email integration
- Ride Approval System
- Content Management Capabilities

- **Jan 1 – User Acceptance Testing:**

- Test all functionality on new server before announcing



GATHERING FEEDBACK

- I'd like to use the next 30 days to gather feedback from members on what features / enhancements they'd like to see in the new website.

<http://nycc.org/website-suggestions>

