

FINAL

Minutes of the January 5, 2016 Meeting
of the
Board of Directors
of the
New York Cycle Club

Present were: Christy Guzzetta (President), Neile Weissman (Immediate Past President), Jerry Ross (VP Rides), Eden Weiss (VP Programs), Brian Van Nieuwenhoven (Editor), Gal Natel (Membership Director), Yvette Kosic (Special Events Coordinator), Paul O'Shea (PR Coordinator), David Beckley (A Rides Coordinator), Jim Finder (B Rides Coordinator), Michael S Bernstein (C Rides Coordinator), Chris Hartmann (Volunteer Coordinator) and Peter Storey (Secretary).

Christy called the meeting to order at 6:35 PM.

1. Approval of December Minutes.

On motion duly made and seconded, the minutes of the December Meeting were **approved**.

2. Ride Coordinator Reports.

David noted that participation in the Die-Hards ride series has been good and that the series will continue at least through January. He said that A Rides have generally been shorter due to the cold. Apparently there has been some interest in A Rides shown by B riders. David also noted that the FOBO rides during the week have been generally successful.

Christy urged all ride coordinators to contact potential ride leaders individually to generate more rides. He is of the view that this is more effective than mass emails.

Later in the meeting, Michael noted that Tamara Lipshie and Kate Mostkoff are planning to re-create the C-STs series this spring. C-SIG graduation (in a prior year) will be a prerequisite for participation. Michael also expects more C rides to be forthcoming during the winter.

Neile noted that he was working on organizing this year's R-STs (Randonneuring).

Jim noted that B rides are proceeding satisfactorily. He also recommended that we try to organize rides to promote Club events. For example, we might arrange some rides to New Paltz in advance of the July Fourth weekend.

FINAL

3. *Public Relations.*

Paul introduced himself. He outlined his preliminary public relations strategy for the club.

In his view 80% of the Club's public relations effort should be devoted to driving perceptions externally along the following axes: (i) philanthropy; (ii) safety; (iii) cycling generally; (iv) fun; and (v) humanizing cyclists. The club should endeavor to broadcast these aspects of its activities to external media so as to elevate our profile outside the Club.

The other 20% of the Club's public relations effort should be devoted to promoting the Club within the Club.

Christy expressed the view that we want to raise the image of cycling. Right now, it's not especially positive. We want to persuade people that we're not outlaws.

Eden noted that he wanted help marketing programs and expressed a wish that Paul be able to help on that front as well, to which Paul was agreeable.

4. *Programs.*

Eden began by urging everyone to attend next week's program on winter training presented by and sponsored by T2 Multisport Studio. He noted that T2 had also offered us the use of their space for meetings or other needs we might have.

Eden also reported that:

February's meeting, the traditional SIGs meeting, is substantially complete, although he needs some details on the C-STG;

June's meeting may be hosted by Paul Levine of Signature Cycles, although that is still unclear;

Reyna Franco's presentation on nutrition remains slotted for September; and

Karen Burman is working to make our Club meetings more inviting by negotiating drink specials and similar incentives to attendance.

The Board wishes to thank Karen for her efforts in this regard.

5. *Subpoena.*

Jerry noted that the Club had received a subpoena in a civil lawsuit to which the Club is not a party. He outlined the circumstances of its receipt and the response which he

FINAL

had given on behalf of the Club to the requesting lawyers. He noted there was nothing further to be done on this matter at this time.

6. *Insurance and Non-Cycling Activities.*

Returning to the topic of non-cycling activities addressed in the Board's policy statement on Club and Non-Club Events, Jerry summarized the key provisions and coverages of the Club's insurance policies and then proceeded to summarize the relevant case law as follows: in cases involving liability for sports-related injury, where a waiver and/or indemnity has been signed by the injured party in favor of the sponsoring organization, the practice of New York courts has been, overwhelmingly, to favor the enforcement of such waivers and indemnities, thereby releasing the sponsoring organization from liability. In Jerry's view, the policy statement is unnecessarily restrictive and should be revised. After discussion it was agreed that Jerry and David will review the relevant policies, confer and make a recommendation to the Board about appropriate revisions to the policy statement, disclaimers on ride listings where appropriate, etc.

7. *Special Events.*

Chris reported that arrangements for the annual volunteer party are progressing.

There followed an informal and preliminary discussion of events for the annual Berkshires weekend led by Christy and Yvette.

8. *Calendar of Events.*

The Board roughed out this year's calendar of events, which should be posted to the website shortly.

9. *Membership.*

Reminding the Board that SIG participation is an important pathway to Club membership, Gal circulated a handout showing that SIG participation fell off significantly in the past year. A copy of the handout was ordered filed with the minutes. Gal proposes to email a SIG promotion to every member of the Club, which will direct to a page advertising the SIGs and the STS series. She is hoping that she can recruit potentially interested parties via an "I am interested" box on the relevant page. In addition, she and Paul will collaborate on Facebook reminders for SIG registration and the start of the SIGs themselves.

10. *Sponsored Rides.*

A further discussion of sponsored rides was postponed to the next meeting.

FINAL

The meeting adjourned at 9:00 PM.

Respectfully Submitted,

/s/ Peter K. Storey, Secretary

2016 SIG efforts

Last year we had reduced SIG registration numbers, with decreased registration across the board. Numbers below compare the 2014 and 2015 figures as of Feb. 20th

	Current	Last Year	% decrease
2015 A-SIG	55	71	23%
2015 A-SIG Classic	34	64	47%
2015 B-SIG	116	175	34%
2015 C-SIG	69	82	16%

And comparing paid memberships for Feb. 1-16 2015, showing a decrease

Grand Total	\$9,390	314	\$7,380	256
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We need to put more efforts in to the SIG but every year we have a new PR Director it falls between the cracks, this year we are a month behind my original goal date.

The SIG is our biggest draw for new members. Feb. is historically our best sign-up month. We need a all-hands on deck for this.

Things we can still do:

- I spoke with Jeff Levine (2013-14 PR Director) and he made some suggestions including: Targeting all members that signed up in the past 2 years with a marketing e-mail, talking about SIG, benefits etc.
- We should make sure ALL SIG content is up to date/ updated. Bob Ross (A SIG captain) provided details and Harry W (A Classic leader) will do so by the end of the week. Ride leaders, are you able to connect with the respective Captains and ask for content (or thumbs up to use current content w/ dates updated). *I sent out an e-mail in November w/ requests for proposals and content from all SIG captains, so this more of a reminder. Got some great suggestions but it is now too late to implement.*
- Add a "I am interested in learning more" box where people can add their e-mail address to a SIG specific mailing list. This should be visible on the general SIG/ STS web page as well as in each SIG related page. I got a volunteer to help with the technical aspect of this piece. Of course, we should send out a registration opening reminder, Feb. Club meeting e-mail and Registration closing e-mail (at the very least). Per Jeff, in previous years we managed to build a ~150 person targeted list.
- Create a SIG registration event/ SIG event on Facebook, a reminder and a way to become more visible to "friends"