

FINAL

Minutes of the May 3, 2016 Meeting
of the
Board of Directors
of the
New York Cycle Club

Present were: Christy Guzzetta (President), Jerry Ross (VP Rides), Sam Lunetta (ENY Director)(by telephone), Eden Weiss (VP Programs), Brian Van Nieuwenhoven (Editor), Neile Weissman (Immediate Past President), Paul O'Shea (Public Relations Director), Yvette Kotic (Special Events Coordinator), Israel Forst (Webmaster) (by telephone), Gal Natel (Membership Director), Jim Finder (B Rides Coordinator), Michael S. Bernstein (C Rides Coordinator) and Peter Storey (Secretary).

Christy called the meeting to order at 6:38 PM.

1. Approval of April Minutes.

On motion duly made and seconded, the minutes of the April meeting were **approved**.

2. Kids Ride Club Matching Grant.

Jerry circulated a Memorandum describing the Kids' Ride Club and renewed his request that the Club set aside a fixed sum as a matching grant for the benefit of that organization. The Memorandum was ordered filed with the minutes of the meeting.

Christy noted that, during Ellen Jaffe's presidency, the Club had hosted a benefit event for Recycle-a-Bicycle. Christy suggested that Jerry talk to Ed Fishkin about whether a matching grant, a benefit or possibly even something else was the way to go. It was also suggested that Jerry talk further with Sam to coordinate their respective fund-raising aims for KRC. No further action was taken at this time.

3. Memorial Day.

It was reported that you can now sign up and pay. The rides have been organized, although some questions remain about trains. There will be A, B and C rides for each day. We have the email lists to be able to reach out to participants to promote the Vegan Pig Roast (\$37, including a contribution to the park) and the Ice Cream Social (custom flavors for the Club). Yvette will arrange for Geri Weinstein to send out the information packet with maps and related information.

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4. Newcomers Ride.

Eden is trying to nail down whether Echelon Cycles will sponsor a repair tent. Linda Wintner and Carol Waaser have agreed to act as Ride Coordinators. Cheryl Laiken has agreed to run the picnic.

5. Programs.

The BSIG Graduation will occur on May 10th, sponsored by Grand Fondo New Jersey. There will be 18 raffle prizes, including four entries to GFNJ.

The CSIG Graduation will be May 24th, sponsored by Jamis Bikes and Echelon Cycles. The Grand Raffle Prize will be a new Jamis Carbon bike. There will be free shorts for every CSIG participant attending.

July's meeting will be sponsored by Light and Motion.

September's meeting will host a presentation by Hays Lord, DOT's, bike program director, in lieu of the previously planned nutrition presentation by Reyna Franco. Paragon Sports will sponsor.

Eden is also talking to Rudy Project about a possible fall sponsorship.

6. ENY.

ENY registration is open. Clif Bars will donate \$2500 in cash, plus bars for all the riders. They want to get involved in our other regional rides such as the Newcomers Ride and the All Class Ride.

Also on the sponsorship front, Karen Ard has been pursuing every sponsor of Bike Expo – 177 in all. Raffle prizes are starting to come together.

Christy is still anxious to bring ENY more “into the mainstream” of the Club. He suggested combining the Volunteers Party and ENY Volunteers Party into a single event as one means to do that. Sam believes that many ENY volunteers do so because of the party, and some are currently entitled to go to both. He noted the tension between involving the membership more and keeping ENY “special”.

Jim suggested that we list the ENY Committee somewhere on the website, so people know who they are.

It was left to Sam to discuss other ideas with the Committee.

7. E-Weekly.

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Brian reported that because we are switching to Mail Chimp on our other systems, the e-weekly will have to migrate too. That will require a new template, which will cost \$750. This is not a stock product, but will be configured to our specific needs. Doing so will save us some operating costs over the long term. Subject to approval of the Treasurer, the expenditure was **Approved**.

8. Summer Streets.

Brian reported that participation in the City's Summer Streets program is impracticable. Apparently, doing so would cost us \$10,000 and we would not be allowed to solicit members.

9. Incentive Scheme for New Leaders.

Israel noted that a simple "four ride leads gets a jersey for a SIG graduate" scheme could be made to work without difficulty. He urged the Board to keep it simple. [NB: The proposal has since been implemented].

10. Disciplinary Matter.

In view of certain inappropriate public behavior of a member, it was decided that a warning letter pursuant to Section 4 of Article II of the By-Laws should be sent. Christy and Peter were **directed** to prepare and send the letter.

11. Speed Cameras Campaign.

A proposal by Hindy Schachter that the Club join in a campaign sponsored by Transportation Alternatives to increase the number of speed cameras throughout New York City was **Approved** and **Ratified**.

12. Commercialization of the Facebook Page.

Concerns were again raised that the number of commercial postings on the Club's Facebook page was on the rise. The Board **Reaffirmed** its previous decision to allow Paul to monitor the situation and regulate the number of commercial postings accordingly.

13. Cash Balance; Possible Investments of Funds.

Christy spoke to Susan about our cash balances. She reported that we are in good shape, but she did not quote any specific amount as "excess".

It was generally felt that our investment of Club funds in the Holiday party had been a success, and Christy suggested that other, similar investments might be in order.

A few ideas were floated, but the consensus of the Board at this time was that we needed to agree on a methodology for determining a basic reserve level, and that a

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social budget as a percentage of any excess should then be determined. No further action was taken at this time.

14. *George Washington Bridge.*

Discussion of a Club policy statement or similar document on the George Washington Bridge was postponed to the June meeting.

The meeting then adjourned.

Respectfully Submitted,

Peter K. Storey, Secretary

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To: NYCC Board
From: Gerald E. Ross
Date: 5/3/2016
Re: Kid's Ride Club Proposal

My proposal is that we ask our members to donate generously to the Kid's Ride Club and the club will match contributions made up to and including June 30, 2016 up to a maximum of \$5,000.

Kid's Ride Club was founded 21 years ago by our life member Ed Fishkin and is sponsored by Recycle a Bicycle and Woodhull Hospital. In any given year approximately 150 kids from ages 9 through 19 participate. Most of them come from Brooklyn and Long Island City. Bikes and helmets are provided for those who do not have their own equipment.

The club runs a series of rides starting in May and continuing through October. One of the highlights of the ride calendar is a ride to the Kissena Velodrome. There, track bikes sized for young people are provided and basic training in velodrome riding is conducted. Another highlight is participation in ENY. Many of our members volunteer to ride with the kids, acting as mentors, leaders, positive role models and friends. For many if not most of the kids, this is the first time they have been exposed to an adult who is not a family member or a teacher.

The club is formally a program of Recycle a Bicycle, which is a 501(c)(3) charitable corporation. Donations to the club are made to Recycle a Bicycle and are tax deductible. You can learn more about Recycle a Bicycle and Kid's Ride Club at www.recycleabicycle.org.

NYCC is supporting Kid's Ride Club with volunteers and financially through ENY contributions and hopefully another \$10,000 through the matching grant program.

Just send a check to Kid's Ride Club, c/o Recycle a Bicycle, 35 Pearl Street, Brooklyn, New York 11201 or to Ed Fishkin, 176 Seeley Street, #6B, Brooklyn, NY 11218

Jerry