

Minutes of the January 13, 2021
Meeting of the
Board of Directors of
The New York Cycle Club, Inc.

Via Zoom Due to the COVID-19 Pandemic

Present were: Peter Storey (Club President), Neile Weissman (Public Relations Director), Gerald Ross (VP of Rides), Linda Winter (C Rides Coordinator), Michael Bernstein (A Rides Coordinator), Colin Taber (B-Rides Coordinator), Allan Friedman (ENY Director), Robert Gilbert (Treasurer), Leora Rosenberg (Volunteer Coordinator), Marc Simkin (Content Editor), Natan Elman (Webmaster), Edward C. Delk (Secretary), Kym Blanchard (Membership Director) and Ana Carolina Curi (Special Events Coordinator).

Peter, as President, called the meeting to order at 6:21 p.m.

1. Welcome to Linda Wintner

Peter welcomed Linda Wintner, the newly elected C-Rides Coordinator.

2. Approval of Minutes

On motion duly made and seconded, the minutes of the December 2020 meeting were approved, subject to changes noted at the meeting.

3. Content Editor

Peter discussed a request by the Content Editor that, going forward, website submissions or changes be provided two weeks prior to the proposed publication date. There was no objection to this request.

4. State of the SIGs

Peter provided an overview of deliberations among the SIG and STS leadership teams concerning the 2021 season. He noted that while no decisions have been made, an emerging consensus is developing within the leadership in light of the uncertainties caused by the ongoing COVID-19 pandemic.

- **B SIG:** This SIG is likely to run from June through August and probably will stretch in both directions on speed, including B-15s through B-19s depending on leader availability. Food stops will likely be grab and go, and many of the pre-ride classes may be virtual.

- A-Classic and A SIGs: A Spring start will not happen because social distancing protocols and public transportation limitations do not permit the pacering, group travel and advance planning necessary for these SIGs.
- D SIG: A Spring start will not happen because social distancing protocols and public transportation limitations do not permit the group travel and advance planning necessary for this SIG.
- C SIG: A Spring start will not happen because social distancing protocols could disrupt the social pace and urban exploration inherent in the programming for this SIG.
- STS: No decision has been made about the STS programs.

5. Escape New York Status Report

Allan and Robert provided a status report on Escape New York (“ENY”). They reported that ENY generated net proceeds of \$10,613.53 in 2020 through a combination of donated registration fees, sponsorship arrangements, a raffle, and apparel sales. From these net proceeds, ENY plans to donate \$5,000 to each of the nonprofit organizations “Kids Ride Club” and “I Challenge Myself”. Allan reported receiving positive feedback on the multiple apparel options that were available. He said he was thinking through the potential feasibility of hosting the next ENY in September 2021, and that several models were under consideration.

6. New Club Jersey

The next agenda item was consideration of the Club jersey. Peter reminded the board that only the NYCC Merino Wool jersey was currently available for purchase. Peter recalled an earlier board discussion where Allan identified the root cause of the problems members have ordering Club gear on the Ostroy website. The Club had not invested in acquiring and maintaining an inventory of NYCC-branded kit. Thus, when someone ordered an item, the vendor needed to run a short production to fulfill the request, which caused delays. Peter said he’d asked Allan to take the lead in exploring options for revamping the store and its kit.

Allan described the success ENY had with providing and selling multiple apparel options. He requested flexibility in broadening the store and including more designs. He said one idea was to hold a design contest for Club members. The board discussed the issue in greater detail for an extended period. Allan requested board members submit ideas on the specifications that should apply, such as the design of the NYCC logo and whether to include any high visibility pieces.

7. NYCC Events Calendar and January Club Meeting

Jerry led a discussion of the NYCC events calendar for 2021, including programming for the January Club meeting.

8. Membership Questionnaire

Peter invited Kym to describe a proposal by the Diversity and Inclusion Committee that the Club conduct a membership census or survey. Kym explained the idea arose as a byproduct of committee discussions about membership diversity, and the absence of basic demographic information. For example, Kym noted that the Club has no key data on members beyond their names and emails, such as the portion of women, people under-30, number of cyclists per household, and topics of interest to members. She said generic biographic and interest data could help inform future programming, assist the Club with public advocacy, and would be useful to all as a “Who Are We?” exercise. Peter provided additional background on the development of the proposed questionnaire, which was primarily authored by Kym and Allison Fisher (with other committee members) and would be distributed through SurveyMonkey.

The board discussed the ideal of a questionnaire in greater detail and then reviewed and revised the proposed questionnaire line-by-line. One board member suggested the Club offer an incentive for participation, given the potential value of broad participation. After further discussion, there was agreement that 10 respondents be randomly drawn to receive a \$50.00 gift certificate at Strictly Bicycles. Upon a motion made and seconded, the proposed questionnaire and incentive were approved.

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