



January 2010 Bulletin

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Submit!

Have you a hankering to express yourself in prose? Do you have a wealth of information to share with the NYCC membership? Have you just returned from some far-flung spot and wish to tell everyone about it? Submit! Submit!

"Prez. Sez," January 2010

By Derek Chu, NYCC President

A New Year's Resolution to Give a Diamond to NYCC

"We make a living by what we get, but we make a life by what we give." Winston Churchill may have written this sentence many years ago, but as we leave 2009 and embrace a happy new 2010, those words inspire me to reflect upon the source of NYCC's strength and vitality -- the "gifts" from its volunteers. For 74 years, the Club's volunteer members have given their time and energy to share their passion for cycling with others.

As I begin my term as President, I am humbled and privileged to be a member of a Club with so much heritage, longevity, and success. I am thrilled to lead NYCC into its "Diamond Jubilee" and 75th Anniversary in 2011!

I want to thank the excellent 2009 Executive Board for giving their leadership and energy to NYCC for the past year and longer. Since the Nov. 10th election, the 2010 Board of Directors has been very busy preparing for the new year. I am very excited by the energy and enthusiasm shown by the 2010 team as they transition into their new roles. We have held numerous meetings and brainstorming sessions. We have discussed, debated, and drank together. NYCC has an outstanding team of Directors serving it and we will give you a fun and fabulous year of Club rides and cycling events.

The 2010 Board of Directors and I wish all our members a very Happy and Healthy New Year. Please contact me at president@nycc.org with any questions or comments. We need your help.

Transformation to a Diamond

The transformation of the Club in 2010 into a "NYCC Diamond" will be exciting. The Club will evolve over the year -- the projects that the Executive Board and I are working on include:

- Upgrade of the entire NYCC.org Web site -- Documentation of the design requirements is ongoing in preparation to put the project out to bid.
- Cycling safety -- Continue to emphasize cycling safety and accident procedures on Club rides including close coordination with all the spring SIG groups
- Club meetings -- Evolve the agenda and format of Club meetings to increase attendance and social mixing

- Partnering with Bike Clubs -- We have been in touch with the Westchester Cycle Club about partnering and joining some of their ride events
- "NYCC Diamond Jubilee" -- Strategic planning to create a celebratory gala in 2011. A Gala Committee will be created to begin planning the event in 2010.
- Advocacy -- Improve safety on the George Washington Bridge, and NJ Route 9W, and other initiatives
- Other programs -- The 2010 Board is discussing other new ideas and initiatives which we'll announce in the spring.

Volunteer Gifts needed

In past weeks, I have contacted many of NYCC's core group of volunteer leaders -- these are the people who have given so much already, and in 2010 most have committed to continue to manage the Club's cornerstone events. Thank you to the SIG and STS Captains, the weekend event coordinators, and the Club-wide cycling event leaders!

NYCC does have immediate volunteer "gifting" needs -- please contact me if you can help us as:

- Writers and editors -- Provide content for the Web site and monthly Bulletin.
- 'B' STS Ride leaders -- Coordinate the 'B' STS ("Spring Training Series") which will not begin in early March unless we find a Captain.

2010: A great year

The Executive Board and I are excited to serve NYCC in the new year and we resolve to try new ideas and approaches. Winston Churchill inspires us to make a life to give. I'm confident that with the membership's support and volunteer efforts, 2010 will be a fun, electrifying and transformational year for NYCC.

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Dr. Ed Fishkin Awarded "NYCC Lifetime Member" Recognition

By Crystiina Avram and Joe Hunt (2010 and 2009 Membership Directors)

During the Club Holiday Party on December 12, the NYCC Board of Directors awarded Edward Fishkin, MD, the Club's "Lifetime Membership Award" in honor of his many volunteer contributions to NYCC. The "Lifetime Membership Award" has been awarded only ten times previously to other outstanding volunteers -- see list below.

George Arcarola, Club President 2008-09: "I had the distinct pleasure of presenting the **Lifetime Member Award** to Ed Fishkin. For those who know Ed well, I'm sure that the award comes as no surprise as he has been an outstanding volunteer for NYCC and the community. The award was the easiest decision the Club's Board of Directors made in the two years of my presidency. Thanks Ed!"



Ed Fishkin, MD



George Arcarola, NYCC President (2008-2009), is presenting Dr. Ed Fishkin with an "NYCC Lifetime Member" Award

Dr. Fishkin has been a member of the Club for over 25 years. He has led countless rides, and is a graduate and leader of the A Classic SIG. Ed created the A19 SIG in 1999 and has been the SIG Captain for every one of the 10 years, an unprecedented run as SIG Captain of any SIG. He has also held an annual First Aid class for the Club as part of the SIGs for almost ten years. The class aims to teach what to do as a first responder or leader of the first aid team can be lifesaving and can prevent unnecessary secondary injuries.

Kids' Ride Club

When not volunteering for NYCC, Ed created and leads the "Kids' Ride Club" affiliated with Recycle-A-Bike. "Most of the children in our program have never ridden outside of their neighborhood. We ride over bridges and in the countryside. For many this is the first time out of the city." Dr. Fishkin says. "Afterwards they tell me it was the best day of their lives."

Meenal Lele, a 2009 A19 SIG graduate said: "Ed was always super helpful, knowledgeable, and available to anyone, anytime. I think my favorite memory of the spring is from a Kids' Ride Club ride. I took my little sister Kiara who was, as it turned out, not nearly as stable on a bike as she claimed. Ed took her aside without drawing any

attention to make her feel bad, and after a few minutes of pointers she was riding like she'd been practicing for weeks! Ed possesses a level of caring and generosity rarely seen in anyone."

Long-time member Christy Guzzetta (founder of all the SIGs) recalls that Ed will "Fix any bike, any time -- you just have to ask. In fact, one doesn't need to ask, he'll do it anyway! Ed will also stop whatever he is doing to guide any Club member with a health issue."

In his "spare time," Dr. Fishkin, an internist, is the Medical Director of the Woodhull Medical and Mental Health Center and North Brooklyn Health Network."

Previous Lifetime Members:

Louis Berardinucci
Herb Dershowitz
Christy Guzzetta
Dan Henry
Geo Carl Kaplan
Sid Lang
Chris Mailing
Gary McGraime
Jody Saylor
Fred Steinberg
Jeff Vogel
David Wall
Irv Weisman

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Evelyn Stevens, NYCC, and NY Velocity Host a Women-Only Bike Ride

By Beth Bryson

On Saturday, November 7, the women of the NYCC were invited to ride with New York's own Evelyn Stevens. Evelyn's story is one that has captured the attention of New Yorkers and cycling fans around the world. She started riding in Central Park eighteen months ago, competed in the 2009 World Championships for Team USA, and just signed a professional contract with the Columbia-HTC women's racing team. Cold temperatures did not affect attendance, with nearly 25 riders attending. Evelyn opened with a brief history of her meteoric rise in the bike racing scene, and peppered her story with useful tips for new racers and light-hearted stories of all the classic moments cycling can offer.

Hosting the event were Jennifer Smalheiser, Jen Saunders and several of their teammates from the Century Road Club Association (CRCA) racing team, NY Velocity. NY Velocity is a team that recruits and trains cyclists that are new to racing. Each of the NY Velocity team members shared training tips learned from their years of training with professional cycling coaches. They train ten months out of the year, starting December 1, and ride six days a week. That's a tough regimen, but each member confirmed that they had produced significant gains in fitness and speed. The team travels together and races together, making it a very social sport. They described the team and the women's cycling circuit in general as a very supportive group.

It was great to connect with another cycling group who seemed to have built the same sort of strong community as we enjoy in the NYCC. Their ideas for sharing ideas with other clubs, raising the profile of their club among the larger cycling community in New York, and their love of cycling echoed some of the core values of the NYCC.

Both clubs enjoyed the day and vowed to plan future events together. Until then, we will enjoy following Evelyn's career as the racing season starts up again in 2010. Go Evelyn!



Evelyn Stevens' Ride, November 7, 2009

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Letter to the Editor: Ed Fishkin Thanks NYCC Presidents (G. Arcarola, 2009 and D. Chu, 2010)

Hi George and Derek:

My heartfelt thanks to you and the 2009 NYCC Board of Directors for the incredible and totally unexpected honor you bestowed upon me Saturday night. The NYCC has been an important part of my life since my first ride (an All Class Ride led by Jody Saylor) in July, 1988. It has been a source of great friendships, amazing cycling experiences and of course personal inspiration and growth. For decades, I've gotten so much more from the club than I've given; this recognition is just another example.

You should know that because of the club, I had to do an entire renovation of my apartment. When I first joined, I had one bike, no jerseys, two pair of wool cycling shorts and a pair of \$5.00 Bata Biker cycling shoes. My cycling footprint was very small. Then I joined the club. The rest is history!

Thanks again and I look forward to riding with both of you next season.

Ed

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Board Meeting Minutes

January 2009

February 2009

March 2009

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January Rides

To see this month's rides listed by the week or month, [click here](#).
(password required)

January Events

For a list and description of this month's events, [click here](#).

Bike Shop Discounts

To access your discount card and a list of bike shops offering discounts to NYCC members, [click here](#) (password required)

Bulletin submissions

Members may submit (and are heartily encouraged to do so) contributions to the bulletin editor at [NYCC Bulletin Editor](#). The deadline for submissions is the second Tuesday of the month preceding the next issue.

Ride submissions

For further information click [here](#).

Road Dirt

Observe any dirt? Any social news to impart to the club? Send your scoops to [NYCC Road Dirt](#)

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Tuesday, January 6, 2008 - 6:30pm

Neil Botwinoff's Office
900 Third Avenue

In attendance were 2008 & 2009 board members:
Betsy Hafkin, Carol Krol, Craig Breed, Ellen Jaffe, George Arcarola, Grace Lichtenstein, Hal Eskenazi, Marci Silverman, Joe Hunt, Mark Israel, Susan Niederman,

A contact data sheet for all board members will be created.

Marci Silverman was approved by the board to serve as the Treasurer for 2009.

George Arcarola – President

Regarding the new club jersey, the board passed a motion to affirm retaining a blue color for the main image and not adopt a proposal for it to be green. There are a few design issues to be worked out. Jerseys should be available by March 1st. Size breakdown for the order will be based on experience. A single price for the jersey remains to be set.

For the Memorial Day weekend in the Berkshires, the board approved a \$600 check for deposit made to the _ country club for the Sunday evening dinner. A motion was passed to discontinue subsidizing the DJ for Berkshires dinner.

Discussion surrounding the Youth program:

There is approximately \$4000 in club treasury for youth program. There was discussion regarding the importance of maintaining the focused intent for these funds.

The board agreed that growing the youth program seems attractive. Joe Hunt and Marci Silverman agreed to present to the board next month options regarding how the program might be expanded.

There was also discussion on the relationship between the NYCC and Ed Fishkin's youth program run in association with Recycled bicycles.

The board felt such outreach efforts put the club in a good light.

Ellen Jaffe

Handed out the ENY 2008 profit and loss statement.

The board passed a motion to allocate \$12,000 to fund up-front costs for the 2009 iteration of ENY.

Two Board positions remain open:
VP Rides
VP Programs

The board continues to search for a new meeting space for 2009.

Discussion surrounding encouraging ride leaders, especially sig students.

Joe Hunt

Membership as of December 15, 2008 is 1843.

There was discussion regarding making web site easier to use by indicating how to find one's "membership number" instead of gaining access to a "Lookup table".

Also for club meetings brought up was the idea of using blue dots on name tags for new members so people are encouraged to speak to them.

Grace Lichtenstein

Bike Shop NYCC fliers. In card board display boxes. Gives web site.
Requested copy. Expects to print 1,000.

Carol Krol – Content Co-editor

There was discussion surrounding the need to continue producing the electronic monthly bulletin. A board motion passed to discontinue the monthly pdf bulletin and instead communicate through email and the web site to members, guests, and interested others.

Hal Eskenazi – Director of Special Events and VP Programs

Hal reported we lost Woolworth as a venue for parties and gatherings. Cites high cost to members, lack of club subsidy combined with the current economic climate as the reasons for lower than needed turnout. General acknowledgement that the club does not subsidize this event. March program will be SIG / STS Orientation with Q&A.

The Volunteer recognition cocktail party is coming up in end of February. Hal will find a venue for that event within a couple of weeks. Suggestion of just having drinks and appetizers and not a full meal.

At the upcoming monthly club meeting, Ellen and George will be presenting 2 "big-sized" checks for \$3250, one each to Transportation Alternatives and Recycle-A-Bicycle.

Motion was passed for George to post a message on bulletin board seeking someone to fill the role of VP programs.

Annie Moore's issue – no alternative venues were suggested although continued recognition of the need to find a more economical location.

Craig Breed – Secretary

December minutes had already been approved by the previous board.

Susan Niederman – C Rides Coordinator

Discussion regarding the tabulation of ride leads.

C-sig condition and B's and A's to graduate: lead rides.

“You will lead a ride.” Every sig student will know they have a co-lead.

“Put your name down here somewhere.”

Another idea: provide sig students with a ride calendar toward the end of the SIG and have them pick dates in advance that they would co-lead or lead a ride.

Betsy Hafkin – A Rides Coordinator

Ride leaders tally discussion.

Betsy will be acting as interim VP Rides but has not officially accepted the position.

Marci Silverman

Will be obtaining materials from Jeff Ignall soon.

Mark Israel

There was discussion regarding matching up 2008 B-Sig grads with experienced leaders in hopes that they might get comfortable with leading rides.

A “ride beg”.

Told to each sig student.

“You will lead a ride.” Every sig student will know they have a co-lead.

“Put your name down here somewhere.”

December Ending Financial Data

Current Youth Program balance	\$ 4,616.61
Checking account total:	\$ 17,316.66
Money Market total:	\$ 15,598.11
Net Total Cash	\$ 37,531.38
NYCC	\$ 32,914.77
YP	\$ 4,616.61

Next BOD meeting:

February 3rd, 6:30PM

Place: Neil's office



Tuesday, February 3, 2009 - 6:30pm

Neil Botwinoff's Office
900 Third Avenue

In attendance were 2009 board members:

Betsy Hafkin, Ellen Jaffe, George Arcarola, Hal Eskenazi, Marci Silverman, Joe Hunt, Anita Christofferson, Grace Lichtenstein, Carol Krol, Susan Niederman, Craig Breed.

Special event: Tom Schuler Presentation "Managing and Coaching a Professional Cycling Team"

Hal and Craig will work to define within the next two weeks a more precisely the topic of presentation, estimate on how many people, and enquire regarding venue.

Anita Christofferson A-rides coordinator enthusiastic rider was introduced to the board.

George Arcarola – President

Encouraged everyone to think about event possibilities in advance.

Board discussed reducing the amount of email passing amongst the board members. Try to avoid using the "Reply All" button unless appropriate. Everyone should try to streamline our communications and processes.

Also board discussed being proactive instead of reactive especially concerning the club and board communicating a single, consistent message when important to do so. In such cases, the point of contact should be either George for the club as a whole, or Ellen for ENY matters.

Also when appropriate all communication from the board should go through content editor Carol and web master Matt. Jim will send a welcome letter to new members which should be reviewed by Carol.

There was also discussion concerning signup sheets and the not complete adoption of them by all ride leaders. The concern arises in connection with the club's liability insurance through League of American Cyclists. Board agrees the policy is to remain that all riders must sign these sheets in order to have a record that each rider acknowledges the risks of cycling.

Also there was discussion regarding incident report for accidents. The ride coordinators must go back and have all ride leaders fill out incident reports whenever they occur.

Regarding the work flow for scheduling events: a clear line from Hal to Carol to Betsy.

Discussion on the capacity to handle sig students. It was agreed there is some upper limit but generally the board feels it is able to accommodate all interested students. Occasionally students are turned away or put on wait lists. Students must sign up by the 2nd week.

Discussion on the Club roster. Agreement that if online, the roster must be password protected. Question of whether we want to have a roster? Should it be on the web site, accessible to members only? Email, member since, phone, name, whatever the member is allowed to be included in the roster.

Betsy

Asked the question of, 'What do I now do with ride leaders' tallies?'

Discussion on who was in charge of the club merchandise. Who will hand to appropriate people? Belief that there are many water bottles. Also discussion on whether merchandise should be handed out at volunteers meeting.

Anyone who led 12 rides last year should be given a ride leader's vest.

Regarding setting dates for All-Class ride and New Comers, Betsy will decide dates. Ellen will send Betsy cycling calendar.

Betsy brought the issue of notifying Hank 3 weeks plus in advance for all rides involving Metro North trains. She has also requested adding a flag to database indicating whether a train is going to be used. Though not necessary to notify Hank for rides with 8 or fewer participants it's still encouraged to guarantee passage. For 8 or greater, Hank must be notified. Discussion on the difficulty of predicting how many will show up for rides.

Carol Krol – Content Co-editor

Have made the switch from producing a PDF of the monthly bulletin to creating a home on the Website for the bulletin. It's not pretty yet. It is a work in progress. Expect continued improvement. Discussed the need for board meeting minutes to show up on the site; toward that end, working with Matt Zimmerman, NYCC Webmaster. Included will be an archive of previous minutes.

In terms of the continued evolution of NYCC content and the Website, we're looking for ways to make the bulletin become more like a blog. It will mean continuously updating, and more frequent additions than the usual monthly timetable. Also will give membership a chance to comment on stories. Another benefit would be the creation of an RSS feed for the bulletin. Continue to work with Webmaster Matt Z. and Dana Gordon (former co-editor of bulletin and NYCC ex-board member) in generating other ideas for the site. Dana and Matt are the experts in terms of content management and technology to handle that.

Grace Lichtenstein

Passed around the table text / design promotional samples (from printer names 1800Postcards) for cards which publicize the club. Also presented a number of budget options. Expects to print 5,000.

The board approved spending approx \$400. Cards can be used all year long. Will be stored by Grace. Currently a 20% discount is available from that business. The board approved a motion to order the cards.

Discussion on the distribution of cards by volunteers to put in bike shops.

Also discussed other outlets such as health clubs, community events, public libraries. Cards can be used to help publicize events.

Joe Hunt

Handed out document summarizing the current situation regarding the youth program policy.

The NYCC web site will have a youth donation button which will contribute to help fund the youth program plus add other programs.

Ed's program is connected to Recycle a bike. When we fund recycle bikes we are funding Ed's program. Make it clear on the web site. On Active.com, youth programs as well as other programs. Approximately \$4600 remains dedicated to Stan Oldak's original mission.

Current active membership count is 1697 plus 200 are registered as couples.

Susan

Nothing new to report. All C-sig rides are ready to go.

Ellen Jaffe

Reported that the 2009 ENY page will be live soon.

Presented a customized cup having the ENY logo to the board. Other promotional items such as wool socks are being reviewed by the ENY committee.

Ellen has started the permit process for the Goswick Pavilion in Piermont. Fred Leffel is handling the permits at Rockland Lake and Sakura.

Piermont Police Chief O'Shea expressed interest in coming to a club meeting to discuss a grant the Piermont Police Department hopes to receive to begin a bicycling initiative.

Ellen also discussed NYCC and ENY taking advantage of a tabling opportunity at the post-ride 5 Boro Bike Festival on May 3. With a captive audience of 30,000 riders milling around, it is an attractive marketing opportunity for club membership and for ENY registration.

The board passed a motion for 2 tables: one for NYCC membership, one for ENY at \$ 109 per table.

Craig Breed – Secretary

January minutes were approved by the board but near the end of the meeting.

Request that the board follow a procedure at each month's where the previous month's minutes are approved as part of an initial "Old Business" segment of the meeting to ensure they are formerly approved.

Marci

The subsidizing of the Berkshire's weekend DJ was discussed. The board passed a motion to continue the subsidy. There was a lively discussion regarding the merits of passing single line cost item as opposed to a developed budget.

The club has an unmonitored telephone number at a cost of approximately \$500 per annum. A motion was passed to discontinue the phone service and a yellow page listing for that number.

The club currently does not have access to its storage space since it had been opened under a personal account by Stan Oldak. Steps are being taken to gain access to that space.

Marci needs to access to the storage bin in Annie Moore's basement for inventory and tax purposes. Joanna has the club's bike boxes and would like them to be stored elsewhere but no one knew where to suggest.

Hal Eskenazi – Director of Special Events and VP Programs

A reminder that we need to continue a search for vp programs.

The February program will be SIG / STS Orientation with Q&A.

The Volunteer recognition cocktail party is on February 25th.

The March program will be Touring.

Hal recommended standardizing all emails for board positions, e.g. secretary@nycc.org. The board unanimously approved. George will arrange for these accounts with Matt.

Hal suggested donating food leftovers from club meetings to food banks. The board unanimously approved.

Hal indicated the protocol for scheduling special ride events, the protocol is for the VP-rides to initially coordinate dates with the teams managing each event, who then informs the Director of Special Events of selected dates. The VP-rides then informs the bulletin editor and person in charge of rides listings.

There was also *uncertainty* regarding the process by which programs and special events are to be approved. Relevant sections from the bylaws do not specifically delegate approval authority to any individual:

Paragraph (b). Vice President of Programs. The Vice President of Programs shall be responsible for producing special programs at membership meetings with the optional assistance of a committee; and shall assume the regular duties of the President if the President shall be incapacitated or in any way unable to perform those duties himself/herself.

Paragraph (j). Special Events Coordinator. The Special Events Coordinator shall coordinate special events, such as social events for all members of the club.]

Regarding ENY, Ellen Jaffee asked Hal to speak with police chief O’Shea regarding a possible talk at a club program.

January Ending Financial Data

Current Youth Program balance	\$ 4,744.11
Checking account total:	\$ 11,016.24
Money Market total:	\$ 15,590.60
Net Total Cash	\$ 31,350.95
NYCC	\$ 26,608.84
YP	\$ 4,744.11

Next BOD meeting:

March 3rd, 6:30PM

Place: Bed, Bath, and Beyond; 620 Sixth Avenue



Tuesday, March 3, 2009 - 6:30pm

George's Office
Bed, Bath, and Beyond

In attendance were 2009 board members:

Present: Betsy Hafkin , George Arcarola, Hal Eskenazi, Grace Lichtenstein,
Susan Niederman, Craig Breed, Carol Krol, Mark Israel.
Derek attended by conference call.

Not attending: Ellen Jaffe, Marci Silverman, Joe Hunt

George Arcarola

Jerseys expected to arrive tomorrow or Thursday
Bottles in final production.

Hal

Resubmit his adjustments to last month's meeting.
February Monthly Meeting was on the sig program with 130 people. Reportedly went well.
Covered the dinner bill by about 3 or 4 people as 43 purchased it.

Leftovers were picked up after organization.

A special in February was the Volunteer Recognition dinner.
92 registered 88 came. Cost \$2,710 or so.
Good food, successful. Cost 30% less than the Woolworth Building venue.
Regarding awards: Best dressed, etc. George will get list to Carol.

For March, Jay Jacobson will discuss touring.
2 touring companies will come.
The new jerseys will be available for sale.

The March special event: Cadence Multi-Sport – 24 select course and 8 trainer bikes.
Full use and shower, sit with program. Free event.
How to use the stuff?
15% on-going discount for all club members.

April: Ellen mentioned that Piermont Police Chief O'Shay would like to attend a meeting and address the club.
April special event in Brooklyn by Dr. Ed Fishkin.

Woodhall, Brooklyn,
Required by A19. Open to B-Sig and C-Sig participants.
Auditorium can hold many people but club members only.
Do a Program and also go out to Woodhall – probably not do both.

All Class ride – June 13 (Sat). big job for betsy too.
Kingsland Point Park, in Tarrytown
New Comer July 11 (Sat). to Pascack Brook Park

Trying to identify someone who has last year's cue sheets.
Reach out to Kay but may not be possible.
Go back to ride leaders. Jeff Ignall.
Targeted all groups to arrive 11:30 to 2:00 window.
Recruiting for ride leaders. B16, B17, B18, C12 & C14.
10 ride groups, 160 riders all together.
Organizing up in the parking lot by boat house.

We need to find someone for programs. Hal will work with someone through June.

Toga will send you a car – bicycle road side service. Sag car on call.
AAA – type service.

Carol

For the new board members who may not be aware, Matt our Webmaster is in Philadelphia; so he is at a disadvantage in not getting to meet everyone. He may try to attend a meeting soon; otherwise, perhaps we should consider teleconferencing him in at the next meeting. Membership card – is online on member discount page. Kudos to Matt and Dana.

It would be useful to have an official liason to bike shops. Grace volunteered to step up and work on that.

It was decided at the last meeting that we would not put the roster online.

There was some discussion on which rides get listed on the home page.

Policy seems inconsistently applied whether to list all or only some of the rides. Carol said the front page has always only been a sampling of rides listed.

Carol, Matt, and Dana are developing a new content management system.

Process described on the upgrading of the web site.

Want to create a way to get rss feeds.

Bulletin is more like a continuously published document.

Message board technology also being upgraded.

Derek

Will email links to bike shops to Mark, Grace, and Carol.

Craig will update Excel sheet and send to everyone.[sic will do soon]

Add link to CRCA calendar page.

Derek will need codes to access email account [clarify please]
Tutorial for using NYCC email accounts to be given by Matt.

Susan

C sig is to 123 registrants to date. Registration still open with waiting list.
Will take walk-ons at the Classification rides
High registration levels this year.

STS counts are?– full B, C?, 45A's,

Mark Israel

Mark will call Toga about their sag wagon service and do a write up for Grace.

Derek (called in)

Thanks for being on phone.
Honor to work with us.
Sharon __ doing early morning rides Wednesday. 40 miles.
Need A leaders to help out.
Idea: thank you awards for A leaders for July for Jan 1 to June 30th, first half year.
New leaders might get an award.
Attract, retain, and motivate ride leaders.
Gratitude from the board.
Something very small as a test case.
Inexpensive: water bottle as a reward.
Give out at monthly meeting.
Small gift certificate to starbuck's, toga, etc.
List on newsletter, web site.
For all ride categories.
Calligraphy on the water bottle.
Discussion now and revisit next meeting (April).
Even quarterly not just twice a year.
Keep in touch with Susan and Izzy and Betsy. Work up a budget. Roll out next month.
May, June, and July would be first 3-month period.
Keep budget to some x. Need a dozen awards. The goofiest thing?
Missing a couple of voices.
Question of what to give?
NYCC Logo on merchandise.
George will let group know what is in storage locker.

George

B sig orientation.
George what else goes on? What about during week?
Linda Witner – crack of dawn,
Wayne and George engineers
Thinking about posting a recovery ride for Sunday's.

Could open up to all club members. Will list them as rides.
B18 recovery ride. 30 to 40 mile ride.
If sig is cancelled then this recovery is cancelled.
However, the C STS is on Sunday.

Pricing for jerseys – through \$45 web site, or \$40 if at a club meeting.
Probably retail \$65 to 70.

Betsy

Ride leader tallies – wait till we have the swag. Only who did 3 rides or more.

Grace

PR for the club. Promotional clubs.
Derek lives upper west.
She leaves a pack of cards for each person.
Business cards Derek's idea.
Distributing the cards.
Hal: east side sid,
Craig's: Conrads.
Susan: NYC Velo, NY Health & Racket Club.
Carol: west side Sids.
Betsy: tread bike (200th st), A Bike Shop, 2 gyms in riverdale, planet fitness,
Hudson:
Izzy: metro regal park, spin city forest hills, bicycle habitat on Lafeyette.
George: spokesmen, arc d triumph,
Derek: Toga west, Innovation,
Grace: Renaissance,
Larry Jeff's

Will bring a bunch to monthly meeting.

Joe and Grace are doing table at BikeNewYork May 3.

Annual May Bike month calendar, coordinated by TA, will carry generic listing of NYCC Sat & Sun rides as well as notice of our May monthly meeting.
New York Magazine's Best of New York issue included "Best Bike Ride – River Road" with NYCC input. Thanks to ride coordinators for suggestions and to Carol for calling attention to new bike shop on Hudson Terrace called "Strictly Bicycles". The shop was mentioned in the magazine. We were not, but Grace wrote an article with the link to us on Examiner.com.

Craig

Schuler presentation not to be done May 4th.

Ellen Jaffe

The NYCC ENY '09 web page is up and running

The ENY active.com registration page is up and running. Looks fab and we have our first registrant.

We've paid for 2 tables on May 3rd at the 5 Boro Bike post-ride Festival at Fort Wadsworth: one for ENY promo and one for NYCC promo. A 6 foot table with 2 chairs. The ENY crew is covered but still need NYCC tabling crew.

February Ending Financial Data

Current Youth Program balance	\$ 4,744.11
Checking account total:	\$ 8,393.15
Money Market total:	\$ 15,594.79

Next BOD meeting:

April 7, 6:30PM

Place: Bed, Bath, and Beyond; 620 Sixth Avenue ??



Tuesday, May 3, 2009 - 6:30pm

Neil's Office
900 Third Avenue

In attendance were 2009 board members:

Present: Betsy Hafkin , George Arcarola, Susan Niederman,
Craig Breed, Derek Chu, Joe Hunt, Ellen Jaffe, Hal Eskenazi,
Grace Lichtenstein, Mark Israel,

Not attending: Carol Krol, Marci Silverman

Hal

65 at the April meeting.

37 paid plus 4 guests club paid for.

Coffee drinking by people who have not paid for the meal.

May (covered by Susan) and June (worry about @ next month's meeting) need 2 people at the front desk.

Hal needs a count from sig leaders as to who is coming.

Events: \$2 drafts – holds 55 van demens.

Hal needs to key to locker for All Class Ride.

Intern – a lot of interest.

Operating manual – how to do the job and the processes.

Flow chart people's jobs.

Intern available: May 16 to June 15

All Class is on June 13th.

Also Derek may have another person to help in the ride.

Board Motion: create an operations manual for the club.

Ultimately put online.

Neil B. preparing Non-disclosure document.

Susan

Leaders all figured out for All Class and New comers. 3 for C14 and 3 for C12

Lots of interest in slower rides.

Discussion about using the NYCC logo on musette bags.

\$1.95 per bag.

Grace

5 borough bike club – last Sunday – how did it go?

Discussion about an article on a suit concerning the parade rules.

Bike Month: nycc rides are included.
Questionnaire: trying to get valid direction.
Everyone will review and get back to her. Give her input as soon as possible.
Aiming to send stuff out end of June.
Has to be done by email.
Use survey monkey. \$25 for one survey.
Get broken down into simple boxes. Open ended questions can't be tabulated.
Send ideas by email to grace on the questions.
Will bring a bunch to monthly meeting.
Joe and Grace are doing table at BikeNewYork May 3.
Annual May Bike month calendar, coordinated by TA, will carry generic listing of NYCC Sat & Sun rides as well as notice of our May monthly meeting.
New York Magazine's Best of New York issue included "Best Bike Ride – River Road" with NYCC input. Thanks to ride coordinators for suggestions and to Carol for calling attention to new bike shop on Hudson Terrace called "Strictly Bicycles". The shop was mentioned in the magazine. We were not, but Grace wrote an article with the link to us on Examiner.com.

Betsy

A monthly new comers ride.
9W cleanup – August / 09. Mark Gelles has done this.
All class ride.

Craig

Will look into Sportifs: to contact Ron Gently and Kevin

Ellen

The NYCC ENY '09 web page is up and running
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Joe Hunt

Member count: 1,432 as of may 14th. 1,132 last year at this time.
Membership development.
Give out more chatckes.
Matt, Margaret, Forward to Joe if not getting eWeekly.
Data on how many are reading the eWeek is available.
Can we put a membership directory online?
Matt will come back with a proposal to display membership lists but protect private data.

Mark Israel

Requests 30 seconds at next meeting. Sign up sheet. New comer and all comers.
Snag it software to help people use the site. Screen shots. 50 B18's.
Leader Training Series. Not doing google groups.

Matt

Will send info on how much to upgrade. \$12 / mo virtual private network.
Bit more stability. Message board – get something else.
Moving to Dallas.

All Class ride – June 13 (Sat). big job for betsy too.
Kingsland Point Park, in Tarrytown.
New Comer July 11 (Sat). to Pascack Brook Park.

Trying to identify someone who has last year's cue sheets.
Reach out to Kay but may not be possible.
Go back to ride leaders. Jeff Ignall.
Targeted all groups to arrive 11:30 to 2:00 window.
Recruiting for ride leaders. B16, B17, B18, C12 & C14.
10 ride groups, 160 riders all together.
Organizing up in the parking lot by boat house.
We need to find someone for programs. Hal will work with someone through June.

Toga will send you a car – bicycle road side service. Sag car on call.
AAA – type service.

George Arcarola

Jerseys expected to arrive tomorrow or Thursday
Bottles in final production.
B sig orientation.

Carol

It would be useful to have an official liason to bike shops. Grace volunteered to step up and work on that. It was decided at the last meeting that we would not put the roster online.
There was some discussion on which rides get listed on the home page.
Policy seems inconsistently applied whether to list all or only some of the rides. Carol said the front page has always only been a sampling of rides listed.
Carol, Matt, and Dana are developing a new content management system.
Process described on the upgrading of the web site.
Want to create a way to get rss feeds.
Bulletin is more like a continuously published document.
Message board technology also being upgraded.

Derek

Will email links to bike shops to Mark, Grace, and Carol.
Add link to CRCA calendar page.
Derek will need codes to access email account [clarify please]
Tutorial for using NYCC email accounts to be given by Matt.
Need A riders for all class riders. Get leaders for the summer series.
Summer Skills Session. Motion passed to have a summer series.

April Ending Financial Data

CHECKING	\$17,540.63
MONEY MARKET	\$15,603.92
NY BUSINESS	\$4,744.11

Also approximately \$7K in club merchandise (at retail) in our current inventory. I will do an accurate inventory next week, so we know where we stand.

There is just under \$5K in the Stan Oldak Youth Fund. Something to think about.

Betsy confirmed the price of the "leader" vest... if we purchase 50, they are \$32 each... which is only \$3 more than the jersey price... extended, that's \$150 more than giving away the jerseys... I would also like to order more jerseys, 12-18 pcs in men's 2XL, as this size is now out of stock... the reorder price will be higher than \$29. I will have the exact price for review before we order them.

Next BOD meeting:

June 2, 6:30PM

Place: Neil's office; 620 Sixth Avenue ??



Tuesday, June 3, 2009 - 6:30pm

Neil's Office
900 Third Avenue

In attendance were 2009 board members:

Present: Joe Hunt, Hal Eskenazi, Craig Breed, George Arcarola, Ellen Jaffe, Grace Lichtenstein, Susan Niederman, Marci Silverman, Derek Chu, Carol Krol, Mark Israel, Elizabeth Trevino (intern),

Not attending: Betsy Hafkin,

George

President's ride

Went well: 35 people. 2 dropped off. 2/3rds have never been on a ride. Intimidation factor. 3 or 4 were thinking of joining. Could not get more warm bubbly people. Went to lower Manhattan, across bridge, to President's special event.

Message board

Some messages being removed: anonymous moderators, whether to remove pickup rides, only take out curse words. Discussion on whether the board should know the anonymous moderators.

Thread regarding Young Rider:

17 year old. No series or setup. Some discomfort about this Saturday. Two versions of a release: League of American Bicyclists. The Youth Program version. The minor must notify the ride leader in advance and then show up with the release. Discussion about hiring a lawyer. Long term we will be reviewing this subject. For the short term, we will use the League of American Bicyclists form. Present to Robert Shay. He has to be comfortable. Look into hiring an attorney and how much it might cost. Ride leaders on message board
Motion 1to allow Youth X to ride with a waiver.
Derek will get an estimate to have an attorney.

Elizabeth Trevino (intern)

Make a procedure and checklist document. Also created job descriptions.
Developing a bike shop contact list whether they give us a discount or not.
DOT has also shared their information with us.
Discussion and Review of Procedures & Checklists document
Discussion on how to use Active.com.
She leave June 16th so has asked that people to review job descriptions and comment back to her promptly.
All voted to store documents in google documents.

All voted for a club jersey for Elizabeth.

Marci

George has spoken to Joanne about the bike boxes. She wants to get rid of them. Discussion about selling the boxes. Motion to sell the boxes. Linda Witner looking to We need a volunteer to hold on the 2 bike boxes. Marci will post on the message board.

1. The Youth Program (YP) has a cash balance of \$5,700 with \$4,500 in the newer "Oldak YP" account and \$1,200 in the older original Youth Program bank account. The idea of merging the two accounts was discussed. Joe Hunt volunteered to present to the July Board meeting with a plan for the YP in 2010.

2. Berkshires Weekend - The 2009 Weekend is expected to break-even, but there is a possibility of a slight loss.

3. West Point - The Board discussed the possibility of obtaining a copy of the 2009 West Point weekend budget to review not as "Big Brother" but for our own knowledge in an oversight role. A motion was put to the Board and passed unanimously that Marci will contact Kim Jenkins to obtain a copy of the 2009 budget and the budget will be saved to the Google Documents site.

Report from VP, Events/Programs (Hal) -

1. May Club meeting program - The estimate from the attendees was 75 heads. Hal told Annie Moore's to expect 60 and 58 actually showed up and had dinner.

2. July's board meeting is on July 7. Hal offered the option of hosting the Meeting at his outdoor balcony.

3. All Class Ride - In 2008, approximately 160 riders participated. The 2009 budget is \$2,000 or approximately \$12/ person.

4. July Club Meeting on July 14 - Hal suggested that we orient the meeting for "Meet the Board" or "Volunteer One House"

Report from Membership (Joe Hunt)

1. Joe distributed paper copies of an analysis of "NYCC Gender and Age 6.1.09" -

-Members reporting: 1,337

-Gender and Age: 654 or 49%

- Gender Breakdown: Female 228 35%, Male 426 65% TOTAL: 654

Gender

F 20-25 Count 10. 4%

F 26-34 Count 63 28%

F 35-45 Count 59 26%

F 46-55 Count 76 33%

F 56+ Count 20 9%

Total reporting: 228 100%

M 16-25 Count 10. 2%

M 26-34 Count 101. 24%

M 35-45 Count 146. 34%

M 46-55 Count 91. 21%

M 56+ Count 78. 18%

Total reporting: 426. 100%

Next BOD meeting:

July 7, 6:30PM

Place: __



Tuesday, September 9, 2009 - 6:30pm

Neil Botwinoff's Office

900 Third Avenue

In attendance were 2009 board members:

Betsy Hafkin, Ellen Jaffe, George Arcarola, Grace Lichtenstein, Hal Eskenazi, Marci Silverman, Joe Hunt, Susan Niederman, Paul Adams

Betsy

CT shoreline ride is October 25th Gary McRain and Hank Schifman, coordinators
Hal will put up as a special event with the corrections.

Marci

In account \$62,158.09, ENY expenses to come out of that

Youth \$5,693.40

West Point yielded \$4000

YTD 29k in profit but does not include ENY expenses. Probably better than last year. That includes everything.

Club merch, including giveaways we're \$2,500 in the red.

Sales compared to past designs are very light. Conscious that year two of new design might be even worse. Jerseys fairly similar so people getting bored.

126 ENY jerseys sold. Few extras ordered to cover themselves. Hal asks if profit on jerseys where does profit go, Ellen replies profit goes to ENY

Bike Boxes – a motion was passed by the board to auction via the e-weekly with the proceeds going to recycle-a-bicycle. It should be mentioned in the e-weekly why the club is auctioning the bike boxes with the reason being that the person handling the boxes has run out of space and the demand remains small.

Marci made the comment that somebody needs to manage West Point.

Hal

Ice-cream social, 85 people turned up, record numbers. ICS cost \$322 to put on.

Holiday party –

- Lost the venue as there wasn't enough people. Question on pricing. 5bbc subsidise their party from the Montauk ride.
- We have a free dj for this year if we get a venue.
- 2007 there was 90+, 2008 there was 60, huge drop off.
- Venue on 23rd street was suggested by Susan. She will look into it.

Monthly club meeting –

- Ellen will take care on ENY part. Ellen will need half an hour max to run down the time line and answer questions, give out tee's etc.
- September noms
- October noms, close on 9th
- Nov meeting votes will be counted and George will be given the names.

E-Weekly –

- Chris Carmichael will be at Sids on Sept 16th. Should that be on website – YES on out of bounds.
- Charity run for CP damage fund – YES on bulletin.

Ellen

Registrations is at 670. Hoping for 1,000 pre-event. This is despite plenty of competition on September 26th, Bike NY in Jersey and Twin lights both on, as is the Westchester triathlon.

65% of those pre-registered are not current NYCC members.

\$28k in already, which will cover expenses and have money to give away. Pretty much any new registrations after today is a profit.

Promotion this year saw double the amount of cards. Summer Streets yielded a few registrations, not a lot but a few.

Cash expenses to volunteers was discussed with the figure of \$15 going to volunteer cars which should cover gas and tolls. There will be a scale with SAG getting more. With 4 SAG vehicles we have to manage expectations. SAG should be emergency only.

Linda Wintner is running the marshalls and there will be 25 on the road with a total of 150 volunteers.

This year, riders doing the 50 miler will have the option to join lead rides.

Day of registration is \$50 cash.

Joe Hunt

1680 members.

Question is how are going to leverage ENY for membership? The issue last year with the paper registrations at the tables, was that at the turn of the year Joe had to reenter the forms. If gets ramped up that could be enormous double entry. Thirty people joined the club at the event last year.

Suggestions for membership & ENY –

- Send registrants an email for 2010 membership with a bonus three months
- Will be a table at the event
- email in advance
- email after the event too
- Active can start 2010 membership whenever we want
- 2009 rates buy's you 15 months.
- Day of the ENY event, new registrations will cover 2010 too
- When online registration closes for ENY, there is an email sent to the registered riders with all the relevant details for ride-day. That email can have membership info in it. The more we push in advance the better. Joe will write up what he wants in the email blast for Ellen
- Next year we should have an all-in reg with membership
- Suggestion from Hal to erect a banner in the morning.

Blue card designed by Michael Casey “Come ride with us” Joe feels is excellent

Grace

Bike shop list – intern that we had in the summer sent as an excel spreadsheet a list of bike shops with all contact info. There was over 100 even though Togo wasn't on or Strictly Bicycles. Parts of Jersey are already on there.

Question is what do we do with the list? Ask if each will give discount as only a handful do now? How can we approach them all?

Hal suggested we focus on benefit to them not us. Perhaps we create a bike shop membership for maybe \$30/35 and we suggest that they print out rides and put in the window. General consensus was that this wasn't a good idea as how open do we want to make the rides.

Metro does not respond to NYCC mailings asking for a discount.

Was a discussion about starting rides at bike shops to engage the bike shop.

Bike shop emails will be added to ENY blast.

Grace (cont)

Any emails to any board members asking for club info forward to Grace.

Summer streets – rode two of them. Next year we should pay the money and have a table. Betsy will provide massages at the table. We need to get in on it earlier, although the dept of transportation only decided four weeks out. Definitely a marketing opportunity that we need to be aware of next year.

Hayes is in charge for the DOT (from Hal), suggested that Grace remains in touch there.

Danny Simon (female), ran it (from Ellen). Grace will chase in February.

Five Boro bike tour also a good promo opportunity.

George

Carol updates – general discussion about message board censorship.

ELECTIONS

Tatiana Kamorina has volunteered to look at the website to see what she can do. She is in, she has been updating the website and is comfortable with the position. Matt walked her through all the responsibilities, she's at an NYU event this morning. George and Carol propose and second her then throwing open to board. Carried – she's on board for rest of the year.

Everybody should write up the 'fifty' words. Carol will be asked her opinion.

NYCC Board of Directors Meeting

Tuesday, October 6, 2009 6:40-8:45 PM

In Attendance: Betsy Hafkin, Carol Krol, Derek Chu, Ellen Jaffe, George Arcarola, Grace Lichtenstein, Hal Eskenazi, Joe Hunt, Susan Niederman,

Not Attending: Marci Silverman, Mark Israel, Tatiana Kamorina, Paul Adams

Minutes prepared by Derek Chu

I. **2010 Board Elections** – Positions without candidates are: VP, Programs and VP, Rides. Current candidates are as follows:

President – Bob Ross, Derek Chu

VP, Programs – None

Director of Special Events – Hal Eskenazi

VP, Rides – None (Note: Mark Israel nominated by George Aracarola at the 10/13 Club meeting)

A Rides Coordinator – Adrienne Browning (Bill Laffey's wife)

B Rides Coordinator – John Pinto

C Rides Coordinator – Alan West

Treasurer – Beth Bryson

Director of Public Relations – Grace Liechtenstein

Content Editor – Bill Laffey (Note: Alisa Judy was nominated at the 10/13 Club meeting)

Webmaster – Tatiana Kamorina

Chair, Escape New York – None (Note: Ellen Jaffe nominated by Skip Ralph at the 10/13 Club meeting)

Time will be given to the Presidential candidates to speak at next week's Club meeting.

- II. **Clean-up of NYCC Stretch of Route 9W** – Approximately 30 cyclists from all Classes showed up to help the Club clean the our mile on 9W

- III. **Connecticut Shoreline Ride** – Planning. Led by Gary McGraime, continues for the Sunday, October 25 event. We'll be using the 177L train schedule

- IV. **“Escape New York” (ENY)** –
 - a. 50 Mile Leader Groups - We had 11 leaders for approximately 150 riders on the ENY 50 mile escorted rides. The smallest group went out with 38 riders. Some suggestions from volunteers were to have ride leader name tags, brighter vests, and to start the ride earlier.
 - b. 1361 registered for ENY, a 64% increase over 2008. \$62,250 was raised (including jersey sales) and with an expected \$46,000 in expenses the ENY Committee expects a \$15,000 profit to be divided (not necessarily equally) between Transportation Alternatives, Recycle-A-Bicycle, and a smaller contribution to a non-profit to be named by the Saddle River Police Department.
 - c. Volunteers – There were 180 volunteers in ENY this year.

- V. **Oct. 13 Club Meeting Program Agenda** – We'll give a recap of ENY with discussion of the 2010 Board Election process, the nominations (and take any new nominations), and have a general Chat and Chew session. George will organize collection of funds at the door and setting up the P.A. system.

- VI. **Public Relations** – Where can we obtain more information on the 75th anniversary of club in 2011 – Check the NYCC Bulletin Archives, Jody Saylor and Marty Wolf, who has an archive full of past bulletins.

- VII. **2009 NYCC Holiday Party** – The headcount for 2008 was about 68 and in 2007, 100 people showed. How do we encourage greater attendance? Hall will investigate the

restaurant at the Woolworth's Building again. We need to find additional helpers for Hal to plan the Holiday party and make it a fun party.

VIII. **Membership –**

- a. At ENY, 19 individuals joined including five couples. An additional 34 new members joined on-line.
- b. NYCC now has a total of 1,868 members.
- c. For 2010, we should add a “NYCC new membership” link on the ENY Web page.
- d. Membership fee increase – We discussed the pros and cons of raising the NYCC Membership fee from \$17 for individuals and \$23 for couples. While three Board members (incl. the Treasurer) are not present, there was consensus to raise the 2010 Membership fee to \$22 and \$30, respectively. We will put the increase on the November election ballot and provide justification such as needing additional funds to increase programs and also pay for a Web site upgrade. The question was raised whether we should release our current financial statements.

TO DO/FOLLOWUP

1. Check with the absent Board members (particularly Marci) regarding their opinions for raising the 2010 Membership fees.
2. Prepare for October Club meeting.