

JANUARY 4, 2011 – NYCC BOARD MEETING

Present: Ellen Jaffe, President; Bill Laffey, Adrienne Browning, Arden Rodgers, Eunice Martinez, Jim Reaven, Grace Lichtenstein, Lauren Gilker, Jen Rudin, Beth Bryson, Jennell Francis, Hal Eskenazi, and Morene Bangel.

Time Noted: 6:30pm

Ellen welcomed the new board members.

- Ellen discussed a process for design of a new club jersey, opening it up for Club-wide competition; keep it open for three weeks, have the designs to review at the next meeting, pick three or five. Do a Club-wide vote of those choices, maybe do a whole kit this year. Ellen brought up the January Club meeting at which Janette Sadik-Khan was the guest speaker.
- Jen Rudin said we already have a number of people who RSVP'd for dinner. Club business will be discussed after dinner.
- Adrienne said Jay Jacobson sent a letter to her about an idea to get more people to lead rides; pass around lists at the meeting for people to sign up to lead rides.
- Ellen discussed 75th anniversary and the committee formed to plan the weekend. July 16th will **likely** be the date of the party (they are thinking about working the all-class ride into that weekend); looking at a place in DUMBO for dinner on the 16th. Christy Guzzetta, Committee Chair, will present to us at the next Board meeting.
- Ellen discussed 75th anniversary fundraiser for Kids Ride Club at the Crosby Street Hotel, using their 99-seat theater. Hotel will donate theater, staff drinks. We pay food costs and movie rental cost for "Chasing Legends."
- Carol Wasser is researching, archiving, writing Club's history, looking for old photos (Club was founded in 1936), old bulletins, anything relevant. She is also interviewing all Club old-timers she can find.
- Ellen discussed Bike Month in May; spoke to Apple store in SoHo about having a program re: mapping on a Mac. Also discussed an NYCC Bike Month ride to attract new members. It was agreed that having the Newcomers Ride in May made more sense than in July.
- Talked about getting into TA listing.
- Richard Rosenthal has owned the URL newyorkcycleclub.org, is willing to sell it to us for \$60.
- Ellen discussed putting together a curriculum for Ride leader training. Linda Wintner and Paul Hofherr are interested in spearheading a committee. Harry Woods is interested in helping develop the program as well. It would be optional, a trial program.

The Board agreed that sending a few leaders to the 5BBC training program (cost of about \$60 each)

might help the committee structure a basic framework for such a program. The goal of such a program would be to create consistent instruction in some basic tenets of leading; *e.g.*, accident response, sign-in procedure, leader, etiquette, and more.

- Arden gave Treasurer's report. Checking account, approximately \$3,000. Money market, \$35,297.58. Total is \$38,297.58. ENY has \$1,700 left over. Non-ENY bank bill is \$36,560.13.
- Jennell said we have 2,179 members. Tallies of ride leaders were handed out.
- Adrienne has ride coordinators meeting with the SIG groups and STS leaders to discuss safety and insurance issues. Adrienne is motioning to formalize: To require all people signing up for a SIG or an STS to be Club members. It has to go on website. Website won't let you sign up for a SIG without being a member (it won't be visible). Absolutely need to be a member to sign up for SIG or STS. Adrienne is also coordinating Metro North schedule for SIGs and STS.
- Website. (Jim Reaven). We changed the colors of the fonts, made the Message Board more usable. Got existing members successfully transferred. Cue sheets have been almost 100% transferred over. We have a new developer. Hope to have renewing up and available within two weeks.
- Eunice spoke about content (bulletin). Work has to continue. Beth suggested spelling out Escape New York instead of just ENY; all agreed.

Garnering content for the Bulletin is very difficult to do, plus the need for the Bulletin has diminished as the website has become the prominent communication tool. Eunice would like to put a motion to the Board because her position has changed from what's currently in the bylaws, editor's position in the bylaws and what she proposes the revised description should read: "Paragraph G, content managing editor," instead of editor.

"The content managing editor shall be responsible for editing and managing all Club website and eWeekly content and for the posting of photos to the Club's website. He or she shall be responsible for archiving the President's monthly statement to the Club and any other relevant materials submitted for posting to the Club's website by members of the Club or outside parties. The Content Managing Editor will manage the optional assistance of a content team, which will work toward providing various types of website content for the Club."

Ellen said this would be a change in the bylaws, Eunice made a motion that we change the format of the Bulletin and move it from a print document that gets circulated to one that is on the website. The function would change from a Bulletin to the President's statement and other sections.

ELLEN JAFFE: How about a motion to integrate what had previously been traditional content for the Bulletin throughout the site in ways to be determined, and once a month aggregate a full selection of content to be archived in a PDF?

There was a second. Motion passed unanimously.

- Adrienne wants to have the ability to put “Out of Bounds” content onto website, including travel logs, et cetera. Brought up categorizing snow shoeing, ice skating, etcetera, other non-riding activities, in category separate from “rides.” (Would be a dropdown as a Club activity.)
- Beth gave Escape New York report, will bring specifics next month. Checks were presented to Transportation Alternatives and Recycle a Bicycle. We gave \$8,500 to each. We also gave \$500 to Saddle River and \$2,000 to Piermont. We also made donations to the food pantry.
- Discussed candidates to fill Hal’s position.
- Grace made a motion to approve expenditure to send someone to the National Bike Summit conference in Washington, D.C. in March, run by the League of American Bicyclists. Motion was seconded and approved.

Meeting was adjourned at 9:15pm.