

Attending:

Eden Weiss, John Semel, Kate Mostkoff, Skip Ralph, Claire Mordas, Israel Forst, Bob Ross, Neile Weissman, Susan Sun, Gal Natal, Brian Van Nieuwenhoven, Gwynna Smith, Sabina Eberle and Ellen Goldstein

Meeting started at 6:30 PM and concluded approximately at 8:45 PM

As requested by Neile, several board members gave quick statements outlining their goals for 2014. The objective was to discuss ideas, ask for help and/or to introduce quick resolutions

	Topic	Summary of Discussion	Next Steps
1	ENY	<ul style="list-style-type: none"> • Claire presented a memorandum of understanding to “clarify and strengthen the relationship between the NYCC and Escape New York”. This memorandum included a statement of understanding that in consideration of use of club infrastructure (website, insurance, etc) ENY will contribute 10% of net proceeds back to the NYCC. The balance of ENY net proceeds after this contribution shall continue to be awarded to beneficiaries selected by the ENY committee <ul style="list-style-type: none"> ○ It was unanimously agreed (with 1 abstention) that the board will abide by the understanding outlined in the memorandum and outlined above for 2014 only ○ This agreement is for 2014 only. We will continue to work to formally define the relationship between NYCC and ENY with subsequent discussion taking place after the 2014 ENY event 	
2	Member-ship	<ul style="list-style-type: none"> • Gal plans to address the cost versus benefit of automatic renewal functionality on the web site, recognizing that there is currently limited data on why people leave the club. This investigation will including consideration of: <ul style="list-style-type: none"> ○ How do we entice lapsed members to come back ? ○ Will it help to send people an e-mail warning before they lapse ? 	
3	Web-site	<ul style="list-style-type: none"> • Israel plans to improve web functionality including auto-renewal features (working with Gal) and the ability directly take credit card payments (transitioning away from Pay-Pal) for events. A number of related topics were discussed: <ul style="list-style-type: none"> ○ Are we obligated to notify people before we auto-renew them (not obligated, but probably a warning allowing them to opt out is the right thing to do) ○ Should we have a tiered membership fee structure, for example, \$28 for auto-renewal versus the standard \$30 fee ? 	

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		<ul style="list-style-type: none"> ○ We know that we will eventually have to rebuild the site and there is significant interest in a mobile site (something that knows you are on a phone) ○ With respect to security issues related to credit card payments, we will find a PCI compliant (industry standard for security) vendor to provide credit card functionality 	
4	Programs	<ul style="list-style-type: none"> • Eden plans to address the cost and the venue for club meetings <ul style="list-style-type: none"> ○ Club meetings are generally well attended (70 to 100 people) but less than a third of the people attending purchase dinner (We have tried menu modifications that have not helped) ○ Per legacy agreement (entered into before Eden was involved) the meals pay for the space at Annie Moore's (current venue) ○ NYCC guarantees 40 dinners at a cost of \$23 per dinner, or \$920 ○ The NYCC only charges \$20 for a dinner (so, past 40, more diners actually increase the loss to the club) ○ Last year, Eden was in negotiations with an alternative venue (an Italian restaurant on the west side) but it did not pan out ○ Another consideration is that Annie Moore's gives us storage (a locker) used for the club merchandise offered for sale at meetings and the sound system • Related issues discussed included: <ul style="list-style-type: none"> ○ Should meetings be cost neutral ? ○ Should we consider charging admittance (general opinion was no). How about charging for the raffle tickets ? ○ How much merchandise do we actually sell at the meetings (hardly any, most purchases are via the web site) ? ○ What do other clubs do ? Neile recently attended a NJ bike club meeting that was held in a library with a raised stage. Members were not charged for the minimal refreshments (very simple .. cheese and crackers or similar) ○ Annie Moores is technically challenged (with respect to media for presentations) and it is difficult to hear speakers ○ The club's sound system is large and outdated • Eden plans to renegotiate with Annie Moore's and also to form a committee to search for an alternative site <ul style="list-style-type: none"> ○ He will put a message on the message board asking for volunteers ○ Can we estimate the bar take at Annie Moore's and use that as a point of negotiation ○ As long as we are looking at venues, we should attempt to identify candidates for volunteer party, Christmas party, etc 	<p>Eden to use message board to request volunteers to search for alternative meeting venue</p>

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5	Cost neutrality and Club Finances	<ul style="list-style-type: none"> • We have gotten lots of push-back related to efforts to find alternatives to increasing club funds/reserves <ul style="list-style-type: none"> ○ Kate summarized the significant resistance of SIG captains to charge a SIG registration fee ○ Neile reported that Fred Leffel was willing to entertain the idea of a \$5/10 charge • Some members thought that additional communication of the potential cost increase and the drivers behind it was warranted • With respect to club finances, the degree of the problem is unclear. Perhaps the solution is incremental <ul style="list-style-type: none"> ○ If we save \$8k each year for 5 years .. that is \$40K • Neile circulated a Revised Motion to create a (\$5) “program fee” for all new (or lapsed) members that would apply to approximately 600 members and raise \$3,000 <ul style="list-style-type: none"> ○ This fee is not related to the SIG, but rather to joining the club ○ Neile advocated the idea of “cost neutrality” ○ To the extent programs are “cost-neutral” they will be scalable, allowing us to promote and sustain greater participation • Changes to membership dues require a board vote • The board should determine the fee structure to present for a vote, potentially incorporating: <ul style="list-style-type: none"> ○ Auto-renewal discount (per discussion led by Israel) ○ Program fee (per discussion led by Neile) 	<p>Board to agree on proposed fee structure</p>