

Minutes of the January 6, 2015 Meeting  
of the  
Board of Directors  
of the  
New York Cycle Club

Present were: Neile Weissman (President), Susan Sun (Treasurer, attending by phone), Israel Forst (Webmaster), Gal Natel (Membership Director), Katharine Green (Public Relations Director), Sam Lunetta (ENY Director), Jim Finder (B Rides Coordinator), Michael S Bernstein (C Rides Coordinator) and Peter Storey (Secretary)

Neile called the meeting to order at 6:45 PM.

1. ***Appointment.***

On motion duly made and seconded, and after discussion, Brian Van Nieuwenhoven was appointed by the Board to the position of Editor for 2015. Brian then joined the meeting.

2. ***Secretary Report on By-Laws.***

Peter reported on the Club's by-laws, noting that, over the years, certain changes have caused the by-laws to depart from the New York Not-for-Profit Corporation Law in several respects. While these departures do not expose the Club to any liability or penalty, the by-laws should be brought into line for 2016 via a series of amendments to be put to the membership for approval in connection with next November's elections. An annotated copy of the by-laws was ordered filed with the minutes and posted to the Club's website.

3. ***Report of the Treasurer.***

Susan then caused to be distributed preliminary financial data for 2014, copies of which were ordered filed with the Minutes.

Susan reminded the board that her predecessor had stressed the need to raise cash reserves and control costs. She noted that, while revenues had fallen slightly over the three years ending 2014, expense control efforts had been highly successful, with the result that the Club's income and bank balances had grown steadily during that period.

It was a comprehensive effort that realized large and small savings across the board. Israel Forst (Webmaster), John Semel (Director of Special Events 2014), Eden Weiss (VP Programs 2014) and Morene Bangel, Jim Finder, Neile Weissman (July 4th Weekend) were singled out specifically for their effort in controlling costs.

Susan was of the view that for the coming year we should continue to control costs while seeking to increase revenues. She noted that the Berkshires weekend and the West Point weekend had both seen their revenues slip, but cost-reduction had caused the Berkshires to turn a slight profit and West Point to reduce its loss virtually to the breakeven point. With these

and other expenses trending downward, an increase in revenues, even if small, would stand the club in good stead.

4. ***Report of the Public Relations Director.***

Katharine reintroduced herself to the Board, noting that she manages PR for the Hammer Galleries on Park Avenue. Katharine has met with her predecessor, Jeff Levine, and with Neile. She is aware of the issues surrounding for-profit promotion as they apply to the Club. Katharine noted that the club has Facebook, Twitter and Instagram facilities but noted that we don't really use the latter two. She would like to remedy that, as well as use her energies to (i) streamline communications within the Club, (ii) promote the SIG, especially the C SIG and (iii) promote ENY.

5. ***Report of the ENY Director.***

Sam reintroduced himself to the Board noting that he does event production for a living. He has met with Claire Mordas, his predecessor, on a variety of ENY issues. This year's event will occur on September 26. Our use of the pavilion in Piermont on that date has already been confirmed. More will be firmed up over the next few weeks. Sam noted that there has been a lot of turnover in the ENY Committee for a variety of reasons, but that he hopes to have a new committee in place fairly soon.

6. ***Report of the Membership Director.***

Gal noted that as of the previous week the Club had 2022 members. The strongest month for membership growth is February, due to the SIG, followed by July. In 2013 we had 2086 members, so 2014 represents a slight drop from 2013. She then mentioned a couple of recent attempts to drive membership upward, specifically an unsuccessful effort to push 2500 expired members to renew, as well as the commencement of the auto-renew program which thus far has approximately 80 participants. She also noted that last year the A and B SIGs were full, but that the C SIG was not and that increasing C SIG participation would also increase membership somewhat.

Gal's report was followed by discussion of possible means to grow the membership (surveys, coordination with other organizations, perhaps a monthly members' meeting targeted at the on-the-fence cohort). In particular, discussion focused on the interplay between ENY and new memberships and how the trial memberships given to ENY participants might best be translated into standard memberships.

7. ***Report of the President re: Merchandise.***

Neile noted that the Board was functioning without a Merchandise Manager and raised some ideas as to how that position might be restructured. In particular, he raised the possibility that one or more of the bicycle shops with whom we have good relations might act as the distribution point for merchandise earned under the incentive system while also selling some of our merchandise for their own account. He also noted that Israel had roughed out an automated system whereby ride leaders and others could claim their incentive points without the Merchandise Manager having to do the tallies manually. The Board encouraged Neile and Israel to explore these possibilities further.

The meeting adjourned at 8:50 PM.

Respectfully Submitted,

/s/ Peter K. Storey  
Secretary