

FINAL

Minutes of the September 6, 2016 Meeting
of the
Board of Directors
of the
New York Cycle Club

Present were: Christy Guzzetta (President), Jerry Ross (VP Rides), Eden Weiss (VP Programs), Steve Musso (Treasurer), Brian Van Nieuwenhoven (Editor, by Telephone), Neile Weissman (Immediate Past President), Jim Finder (B Rides Coordinator), Israel Forst (Webmaster), Michael S. Bernstein (C Rides Coordinator), and Peter Storey (Secretary).

Christy called the meeting to order at 6:43 PM.

1. Election of Treasurer.

On motion duly made and seconded, Steve Musso was **elected** to the office of Treasurer.

2. Approval of July Minutes.

On motion duly made and seconded, the minutes of the July meeting were **approved**.

3. Clean-up Ride.

Jerry proposed to move the Fall Clean-up Ride to Sunday, October 16th. There was no objection. Jerry further proposed that, instead of the Club paying for each participant's lunch at the Market, each participant would receive a \$10 credit. This was **approved**.

4. Programs.

Eden announced that our September meeting will feature a presentation by Hayes Lord on "What's New for Cyclists at DOT". Paragon will sponsor the meeting and will offer Club members a 10% discount going forward.

Our October meeting will feature Gail Giovanello on Pilates for Cyclists. Clif Bar will sponsor the meeting.

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5. ENY.

Sam reported that sign-ups are running at about the same rate as last year. He is concerned that the Twin Lights Ride is siphoning potential riders from ENY.

Sponsorship is going well. To date we have raised \$6,000 in cash from our sponsors, and we have over 50 raffle prizes.

Concern was expressed about the marketing effort for ENY. It was urged that we work more closely with New Jersey Bike Walk Coalition and Grand Fondo New Jersey to see if their members could boost ridership. Christy noted that his President's Message would be an appeal for ENY and asked what further efforts could be made on Facebook. Sam described efforts made to date to place posters and postcards in area bike shops.

Sam stressed that this is a charity ride. We are giving back to the whole community and not just to cyclists. This message should be emphasized over and over again to attract volunteers, of which we still need more. Board members were urged to recruit as many volunteers as possible.

6. Budgets / Investments.

Christy asked Steve, in particular to consider where we can best employ our cash reserves. Steve said he was open to suggestions, but added that, in his view, retaining cash reserves equal to one year's expenses should be sufficient. He suggested that the focus should not be on how to spend our resources but on how best to improve our offerings, with the financial questions to follow.

7. Racing Team.

Christy noted that there was interest in the Club for a men's and a women's CRCA racing sub-team to race under the name and logo of the Club. James Gilbert would be captain, and a corporate (or similar) sponsor would be recruited. The team would be self-supporting, although the Club might give the teams its racing kit (with the CRCA logo, per CRCA rules) at cost. Participants would pay approximately \$150 per month in coaching and other fees.

Concerns were expressed over who would benefit, beyond the immediate participants. It was felt that creation of the teams would help retain A riders in the Club. Concern was also expressed that the Club and the Board would have little actual oversight over the teams, but the Board seemed comfortable with that issue.

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After discussion, the Board **voted**, with two abstentions, to permit formation of the teams, to authorize the use of the Club's logo and to allow the teams to race under the Club's name.

8. Volunteer of the Month.

Christy announced that he had received four nominations for the Club's first Volunteer of the Month. Going forward, his monthly Presidents Message will stay up on the website for two weeks, and the announcement of the Volunteer of the Month will replace it for the subsequent two weeks.

9. Holiday Party.

This event needs an owner. Board members were urged to think of possible candidates and forward their names to Christy.

10. Trial Membership.

Christy identified the following issue: if you are not already a member, you can't sign up for rides. But what better way to decide whether to become a member than to try out a few rides? Israel proposed offering a trial membership of X days, which would cost \$1.00. Unless canceled, at the end of the period, the trial membership would convert to a regular membership and the member would be charged full dues.

Israel was encouraged to keep working on the idea, while Jerry was tasked with investigating the relevant not-for-profit, tax and insurance issues.

11. Elections.

Peter was tasked with recruiting a supervisor for this year's elections, filling the role previously played by George Arcarola.

12. Membership Director.

The role of the Membership Director was discussed, Christy noting that, as yet, there is no nominee for that position. Christy would like the new Membership Director to actively promote and expand membership in the Club and proposed that some (unspecified) amount of budget/funds be made available for that purpose. There was general assent to these ideas.

13. TA Protest Ride.

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Christy announced that TA was sponsoring a mass ride to protest the number of cycling traffic deaths in 2016. He asked that the Club support that effort and authorize TA to use the Club's logo to promote the ride. The Board ***agreed***.

14. Golden Apple.

Christy noted that he had been approached by the Westchester Cycle Club, who is hoping to promote their Golden Apple event on our website. The Board agreed, although some expressed concern that the Board doesn't really have a policy to determine when this sort of endorsement is appropriate.

The meeting adjourned at 9:05.

Respectfully Submitted,

/s/ Peter K. Storey, Secretary