

CRCA Board Meeting: Dec 18, 2017

Attendees: Gabby F, Julius Q, Ken E, Matt V, Fred D, Tara P, Dan G, Jeff Y, Tony P, Ted T, Randy L, Lucia D

Introductions

- Alignment on 2018 Priorities
 - Collaboration with NYC Parks + CPC
 - Volunteer opportunities
 - Pop-up bike safety event
 - Lucia/Julius to discuss options offline including card/pin to give to tourists
 - Location TBD - we had discussed Tavern with NYC Parks
 - Helmet donation
 - Ken/Julius to reach out to Tavern bike rental as Boathouse vendor going away
 - Parks / CPC to sign waiver/indemnity ensuring CRCA has no liability as a result of donating helmets
 - Charity Partner: World Bicycle Relief or something more local / CRCDF
 - To be implemented later in 2018. Not unrolled at opening of membership.
 - Board to discuss fundraising opportunities with local organizations, perhaps as add-on to BikeReg for open races
 - Website revamp: Similar design, but improved usability
 - Gabby to review Squarespace template for better looking sub-nav and shop around to Board, to be completed by Dec 31, 2017
 - See deck for additional details:
 - https://docs.google.com/presentation/d/1pBZLAPAhf_7OK3AJ5jaiDr-GXo77WVJf4ea0ANN7RN8/edit#slide=id.g2c8eccf871_0_11
- Transition plan gaps/open items, owners + due dates
 - Email addresses - Randy
 - For those joining the Board, pls provide separate email address if you'd like your CRCA emails to be forwarded by Fri Dec 23 to randy@runwayfour.com.
 - Google Drive access - Randy
 - Tara needs access using personal emails - Randy to advise once above completed
 - Slack access - Gabby
 - Existing ppl to remain on slack thru end of Jan, new ppl to be added by end of week latest
 - CRCA admin access (admin.crca.net/admin) - Randy

- **Randy** to add new ppl and advise on who needs to be cleaned up

Status Updates

- Club Racing Updates
 - Results
 - timing chip system idea rejected, cost to implement high + does not solve all the pain points that have been discussed
 - Board approved hiring a professional results provider for all club races subject to agreement on cost
 - **Julius** to follow up with Tom Mains club racing results quote - open races are \$700/race
 - Jeff Poulin had suggested \$100 entry fee for non-CRCA members in order to turn the club races into open races (would allow CRCA to offer upgrade points at club races)
 - The Board will pick this topic back up later in 2018
 - 2018 Schedule: Finalized with Parks.
 - **Ted** to send final schedule to NYBRA
 - Support structure for 2018 - registration tables, etc.
 - **Julius** to own, consider working with **Lucia** to align with team duty for additional help
 - Plan + due date for rolling marshal volunteers + due date - *did not discuss at Dec 19 meeting*
 - Field structure for 2018: rider dev + masters dates + “alternatives”
 - Decision around points vs power points races (PP races require are resource heavy and challenging for race operations team)
 - **Julius** to ask Tom Mains regarding additional charge for power points + points races
 - Field structure for 4th field and lap counts for all fields should be updated by Dec 31 2017 - Tara / Julius / Matt
 - A = X
 - W = X-1
 - W's Dev = X-2
 - B = X-1
 - Masters = X-1
 - C = X-2
 - Clinic races = ?
 - For the fourth field: all non-w's dev races will be M40+ fields
 - Club Race Numbers - alternative strategies for assigning and pickups
 - **Randy** to take this back
 - Tailwind interested in number pick up party + leave numbers there
 - Supplies 2018 due date - end of January latest

- Rider Development Updates
 - W's dev dates
 - Ken to handle USAC club renewal
 - Ted to submit permit for New Years' ride
 - Coaching dates - *did not discuss at Dec 19 meeting*
 - Post race team rides - Tara to select 3 races for post race community rides will strive for end of December 2017

- Marshal Updates - Gabby/Tony to discuss offline
 - Transition plan
 - Updating documentation
 - Update marshal dates on site prior to registration
 - Open marshal dates on site
 - Process for checking in marshalls
 - Gaps
 - Risks

- Open Racing Updates
 - Conference with Dir. of Teams re: duties.
 - Conference with Marshal Dir. re: reqs and sign-ups.
 - Grants Tomb - NYS Crit Champs Bid submitted. Next steps: Reach out to Riverside Church and Precinct
 - ROKA sponsorship contract to be finalized. In Ken's court.
 - Need replacement for Rod Millot for overnight tow truck/car babysitting - Ted to reach out to potential replacements.
 - Bear Mt. (5/12/18) NYS Rd Champs Bid Awarded. Parks Approval tentatively obtained, sponsorship secured.
 - Orchard Beach
 - Blue Ribbon is committed for 2018
 - Next steps = event application to NYC Parks
 - Mengoni (7/22) /Maltese (6/30)
 - Hincapie contract signed and uploaded to Drive
 - <https://drive.google.com/drive/u/0/folders/0ByHnzPZGnyafeU5xQm5BOVYta2M>
 - Dave Jordan (6/2/18)- reach out to Tenley re: \$\$, NYC Parks approval obtained.
 - Fort Lee: City of Fort Lee is on board with moving forward with the race in 2018. Details still being worked out.
 - Photographer for open races - Gabby/Ted/Ken to discuss offline
 - Option 1:
 - GT, OB, BM + Fort Lee: \$400 - \$500 per race
 - CP races: \$250 - \$300
 - Option 2:
 - BRP for \$750, they may or may not do all open races

- PR Updates
 - Approach for driving community-based PR
 - Volunteer opportunities with CPC Parks Foundation or Partnership for Parks
 - Pop-up bike safety at Tavern / contact Bike NYC for what's been done in the past
 - Donating CRCA (and CPC/NYC Parks) branded helmets to Boathouses bike rental vendor
 - Opportunities for donations as part of membership and/or race registration
 - Sponsorship gaps for 2018
 - Jeff to locate a Women's Dev series sponsor

- Membership Updates
 - 2018 membership start date - dependencies below:
 - Member sign-up / renewal flow - Gabby /Randy
 - Require selecting registration dates before payment
 - Select donation option as part of Membership flow?
 - This used to be the flow and it went away - can discuss with Nick and Randy
 - STAGING website - Gabby
 - Lap counts, W's Dev + Masters Races - Julius, Tara, Matt
 - For 2017: electronic club + race waivers, and ability for user to see whether or not they have submitted their waivers
 - Season Pass Membership prices, we will be sunsetting the Racing membership
 - \$100 -> \$110 -> \$120
 - After halfway thru the season, Season Pass will go down
 - Start with Season Pass only and if there is pushback we can introduce Racing Membership
 - Randy to work with Dan on conversion rate emails to bring back ppl who did not renew

- Finance Updates
 - 2017 tax donor letters to go out in January 2018 - Gabby
 - Outstanding 2018 budget items
 - Ken has pre-paid 2018 CPMU, will pre-pay state + federal taxes to get under \$247.5K
 - Need sponsors for W's series

- Team Updates
 - Opportunities for improvement/updates to spreadsheet
 - Team involvement - race reports for each club race, please assign prior to March 2018 (one report for each field)

- Communication Updates
 - Discussed implementing new e-mail communication strategy
 - Standardized weekly email -
 - Mondays (“Rest Day Report”)
 - Content (high level weekend recap, upcoming races, upcoming skill sessions, etc)
 - Confirm what timing we’re committing to for past race results & upcoming rosters
 - Utilize Mailchimp template (discuss email list implications/capes) - Dan/Randy to discuss
 - Newsletter
 - Consider re-establishing and publishing monthly/bi-monthly/quarterly?
 - Urgent email template/announcement
 - Dan to look into developing new consistent strategy/template for last minute comms re: changes to races
 - Open race promotion strategy
 - Timing/frequency/channels
 - Ad \$
 - Need dates for races and reg live dates
 - Determine when GT When does GT start
 - Website as content hub - requires content strategy, potential ideas:
 - Team profile
 - PR wins
 - Discussed Membership promotion strategy
 - Discussed Tailwind partnership opportunity
 - Social media support
 - Dan to recruit someone to help create social media content in return for marshal credit

Marshaling:

- Outgoing board members waived from marshaling in 2018

New Business

- Preview CRCA staging site with drop-down navigation
- Redesigned CRCA kits:
 - <https://hincapiecustom.proofhq.com/proof/TO5cwQgk2tVQp77GWkxWqOTvwEoKjB64nKnNxvM0RaUBdob4R>
 - 15 min presentation on chip timing vendor/costs/pros + cons

- Board determined not to move forward with a chip timing system due to costs, concerns re: whether the Club could successfully implement the system given personnel and resource constraints