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Minutes of the December 12, 2017 Meeting
of the
Board of Directors
of the
New York Cycle Club

Present were: Christy Guzzetta (President), Eden Weiss (VP Programs), Jerry Ross (VP Rides), Steve Musso (Treasurer), Jorge Negrin (Webmaster), Margaret Kim (Membership Director), Bob Gilbert (Special Events Coordinator), Myles Lewis (PR Director), Michael Gately (A Rides Coordinator), Jim Finder (B Rides Coordinator), Karla Bonne (C Rides Coordinator), Linda Wintner (Escape New York Director), Gabby Warshawer (Volunteer Coordinator) and Peter Storey (Secretary).

Also present by invitation were: Gil Lavi (Content Editor-elect), James Gilbert (Membership Director-elect), Michael Roth (B Rides Coordinator-elect), Julie Blackburn (C Rides Coordinator-elect) and Michael Weitzman (Escape New York Director-elect).

Christy called the meeting to order at 6:35 PM.

1. *Appreciation of Retiring Board Members; Introduction of New Members.*

Christy expressed the Board's appreciation to Michelle Gordon, Margaret Kim, Jim Finder, Karla Bonne and Linda Wintner for their dedicated service to the Club as members of the Board.

This was followed by the introduction of those who will join the Board in January, and each of Gil, James, Michael Roth, Julie and Michael Weitzman added a few words of their own.

2. *Approval of November Minutes.*

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

3. *Treasurer's Report.*

Current checking and savings balances total \$144,421.76.

4. *Programs.*

There is no Club meeting in December, due to the Holiday Party.

January's meeting will be titled "Owning a Bike Shop in 2018: The Challenges and Joys" and will be presented by Shepard Grinker of Tenafly Bicycle Workshop, who will sponsor

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the meeting.

February's meeting will be the SIG/STS/Racing & Dev. Team Introductory Meeting, and will be sponsored by R & A Cycles of Brooklyn. R & A has agreed to contribute twelve of their jerseys to the raffle.

Further Club meetings have been planned through May (although we are awaiting SIG graduation dates) and we have sponsors for all meetings through March.

Relatedly, we will be presenting Club jerseys to the manager and our chief server at Connolly's in gratitude for all their help throughout the year in putting on our Club meetings.

5. ***Incentives.***

Gabby reported that she is not happy with the quality level of our present Club jersey. She would like to go "up a notch" in quality at a cost of \$10 per jersey. The Board ***approved*** in concept.

Some discussion of alternate sourcing followed, and Gabby and James were encouraged to get together with Gil and Jorge and report back next month with a proposed solution.

Separately, Gabby returned to the question of whether incentive points should be able to be donated to selected charities. After discussion of several alternatives proposed by Gabby, it was felt that the issue was too complicated and excessively expensive for the Club, given that a large number of incentive points awarded in a typical year are currently not redeemed at all. No action was taken at this time.

6. ***A Rides.***

Michael reported that winter A Rides were gearing up. He is pushing for more listings, but says we're in good shape generally.

7. ***ENY.***

Linda reported that ENY had turned a net surplus of \$5,527.95.

The Board ***approved*** a proposal to round that sum up to \$6,000.00, to be divided evenly and contributed in equal measure to Kids Ride Club and I Challenge Myself.

Michael Weitzman reported that 2018's ENY will be held on September 15th.

8. ***Website; Badges; Social Media.***

We are designing the website to be more mobile-friendly, more current and more scalable. In doing so, we will get to the next level tech-wise (Drupal 7). Aesthetic

changes will then follow (and can be modified on an ongoing basis).

Separately, Jorge is working on bringing badges up to date. Christy asked if, given how far behind we are, the badges project is worth it. Jorge said he would “work it out” in time for our next meeting.

Jorge is also re-working our social media platforms so that the relevant Board members own the relevant pages.

Jerry asked if electronic sign-up will be available for this year’s SIGs. Jorge said this was unclear at this time. Michael Gately encouraged Jorge to get input from all relevant constituencies, noting that the A SIG is already moving ahead with its own software.

Gil proposed a subcommittee consisting of Jorge, Gil, Gabby, Michael Gately and any other interested parties to work together on website-related issues.

9. ***Commercial Postings on the Message Board.***

Peter presented a set of proposed guidelines concerning commercial postings on the Message Board. Generally speaking, commercial postings would not be allowed, except that (i) Club rides and events could always be promoted, (ii) non-club rides could receive limited promotion, (iii) one-off lectures, workshops and similar events of substance may be promoted and (iv) the Board could make additional exceptions.

The Board was divided on the issue, and a lively discussion followed. A few Directors favored allowing commercial posts, while others would consign them to a separate page. Jorge would allow them, but would give members the option to filter them. No action was taken at this time.

10. ***Holiday Party.***

The Holiday Party had 186 attendees vs. 120 last year. The Club spent approximately \$9,200 on the event, which was about \$2,200 more than last year, or about \$3 more per head. In the end, pretty much everyone who asked got in. James pointed out that with membership growth, we will need a larger venue for next year.

11. ***Notice of Ride Postings.***

The Board returned to the question of members being notified of new ride listings as they are posted. Christy remained concerned that this innovation is in some sense “elitist” and gives some members an unfair advantage. Others disagreed, viewing this innovation as being “how the world works” in an era when so much other information is pushed to smart phones and other devices. The majority view was that the problem lies not in the feature itself, but in the disparate awareness of its existence.

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The Board **confirmed** its earlier **decision** (i) to keep this feature in place, but (ii) to publicize it appropriately by notifying every member of its existence with instructions on how to sign up.

12. 2018 Calendar.

Bob presented a proposed calendar of events for 2018, and asked for comments and suggestions.

13. Membership Outreach(es).

Gil would like to refocus the website to cater better to the needs of non-members (or not-yet-members). Christy would also like a renewed outreach to existing members to heighten awareness of the Memorial Day weekend. The Board was receptive to both ideas.

14. “Off the Beaten Pavement” SIG.

As discussed last month, a member would like to launch a “gravel-biking” SIG and has asked the Board to consider what, if any, Club action is required to do that. Jerry confirmed that, under our existing insurance package, we are capped at 52 “mountain biking” rides per year. Jerry noted that he had contacted LAB, our insurer, to determine if the proposed activity constitutes “mountain biking” within the meaning of the policies. He was advised that “gravel biking”, meaning riding a road-type bike on unpaved roads, would be considered “road biking” for purposes of insurance coverage. He sent the 3 photos of “Off the Beaten Path” riding to the insurer; the consensus was that the first 2 photos of bikes with road handlebars being ridden on clear unpaved roads or farm lanes, would be considered “road biking”. The 3rd photo, of someone dragging a bike across a ditch looked more like cyclocross or mountain biking. Jerry also explained that so long as we don’t exceed 52 mountain rides per year and we do require helmets and get waivers, the issue is moot. He cautioned that details matter, so be careful how a ride is described.

15. New Club Jersey.

Several Directors are of the view that it is time for a new Club jersey, and the Board started to discuss how to go about that: should there be a contest as we have sometimes had in the past? If so, how should it be structured? All agreed that the new jersey should share design and branding elements with the new website, and Gil and Jorge were charged with proposing a palette and some design elements.

16. Business Cards.

Several Directors indicated that it would be useful to them to have a Club business card. Gil was charged with suggesting a design.

The meeting then adjourned.

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Respectfully Submitted,

/s/ Peter K. Storey, Secretary