

FINAL

Minutes of the February 6, 2018 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), Jorge Negrin (Webmaster), Bob Gilbert (Special Events Coordinator), James Gilbert (Membership Director), Myles Lewis (PR Director), Gil Lavi (Content Editor), Michael Gately (A Rides Coordinator), Michael Roth (B Rides Coordinator), Julie Blackburn (C Rides Coordinator), Michael Weitzman (Escape New York Director), Gabby Warshawer (Volunteer Coordinator) and Peter Storey (Secretary).

Christy called the meeting to order at 6:50 PM.

1. Election of ENY Director.

On motion duly made and seconded, Mike Weitzman was ***elected*** ENY Director.

2. Approval of January Minutes.

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

3. Programs.

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.

The March meeting will feature professional cycling coach David Lipscomb. The meeting will be sponsored by Science in Sport, which is the official nutrition company to the Sky racing team.

The September meeting will feature NYC Transportation Commissioner Polly Trottenberg.

Gil expressed his thanks to Eden for setting up the young members' social at Maglia Rosa NYC, which was very successful.

Further Club meetings have been planned through July, and we have sponsors for all meetings through June.

4. ENY.

Mike Weitzman reported that most permits are underway, and that ENY has a new Routes

FINAL

Director, Gil Yang. Cathline Marshall will again be tending to web matters. Some discussion followed on how best to market the event, and whether we should hire a marketing person, although no decision was reached on that point. Eden would like to set up a cross-marketing arrangement with Gran Fondo New Jersey.

5. *A SIG / A Rides.*

Michael Gately reported that the A-Sig has decided to reconfigure the latter part of the season. Now the last third to half of the A-SIG will be devoted to giving people experience in leading rides as well as mentoring them in that skill.

6. *Incentives; Jersey Vendor.*

Gabby announced that we are all set up with Verge. Most importantly, the team store is set up. Verge has the artwork, and we hope to start incentives ordering by the end of February.

7. *Facebook / Social Media.*

The newly registered page will not replace the members' group, which we will keep going as a somewhat free-form forum (within limits) for input by registered members of the group. The page, by contrast, will serve as a mouthpiece for the Club, and will be administered by Gil.

Gil and Jorge then gave an extended presentation on our social media analytics, including who uses the respective platforms, how they navigate through the site and the growth on all platforms. They emphasized that the Facebook members' group should remain essentially unmoderated (except in the most extreme situations).

8. *Commercial Postings on the Message Board.*

The Board **approved** a revised set of guidelines concerning commercial activity on the Message Board. The Guidelines were ordered filed as an exhibit to the Minutes.

9. *Website.*

Bob Gilbert has now been added to the Design Committee.

Our new / upgraded website will focus on acquisition of new members. The Board was shown mock-ups of the new home page and several other pages. The choice we face is whether to continue to invest in upgrading our present, custom-built site, or switch to a more off-the-shelf product, for which much of the work will already have been done. The latter choice will be dramatically cheaper, both to set up and to maintain, but not all aspects of the current site will cross over to the new site, or will not cross over in the same way. The Board encouraged Gil and Jorge to explore further the off-the-shelf option in hopes of reducing our quite considerable software maintenance costs going forward.

10. *New Treasurer.*

The impending resignation of Steve Musso as Treasurer, previously announced, was

FINAL

confirmed. The Board expressed its appreciation to Steve (in absentia) for his distinguished and unstinting service as Treasurer.

Fortunately for the Club, Bob Gilbert has agreed to assume the duties of the Treasurer for the time being.

11. E - (bi)Weekly.

Gil questioned whether, given our other means of communicating with the membership, the e-weekly needs to be a weekly product, especially as the e-weekly no longer carries the ride listings. After some discussion, the Board **voted** to make the e-weekly a bi-weekly publication, at least for the time being.

12. Message Board Access.

A discussion of non-member access to the Message Board then followed. At present, (i) anyone can view the Message Board and (ii) registered users (which includes all members, but others as well) may post to the Message Board. A consensus quickly emerged that only members should be allowed to post the Message Board. It was felt that so limiting posting would block some of the spam, commercial postings, etc. that most members don't want to see on the message board, although it was realized that for \$30 anyone could avoid this restriction.

This led to the question of who should be able to view the Message Board. After being reminded that this was a perennial debate, the Board concluded that access to the Message Board should be viewed as a prerogative of membership and part of the value of the package that membership represents. It should, therefore, not be free to all. This conclusion was reinforced by analytics that showed that, of our "visitors", very few went anywhere else on the site or showed any interest in membership. On motion duly made and seconded, the Board **voted** that access to the Message Board, whether for viewing or for posting, should be restricted to members of the Club.

13. SIG/STS Access.

It was reported that one SIG/STS leader had asked if all of his would-be participants had to sign up for his program through the public sign-up procedure at 7AM on February 14th. The Board decided that all of these programs should be viewed as first-come first-serve, and all participants should have to go through the sign-up process.

14. SIG/STS Liaison.

Eden suggested that Board appoint a SIG/STS liaison to liaise with the various SIG and STS coordinators, particularly with respect to schedules, lists of graduates and similar administrative tasks currently handled by the VP Programs and the Webmaster. Discussion of this idea was postponed until next month.

15. Volunteer Party.

FINAL

The Volunteer Party will be held at Houston Hall on February 27th. To date we have 74 signups.

The meeting then adjourned at 9:00.

Respectfully Submitted,

/s/ Peter Storey,
Secretary