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Minutes of the March 7, 2017 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), Bob Gilbert (Special Events Coordinator), Margaret Kim (Membership 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).

Christy called the meeting to order at 6:33 PM.

1. Approval of February Minutes.

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

2. New Jersey Bike/Walk Summit.

Eden reported on the New Jersey Bike/Walk Summit, which he and Jerry attended. The keynote address was given by Paul Steely White of Transportation Alternatives. At the Summit, Eden and Jerry attended workshops on Advocacy and on Recreational Bike Clubs. The former stressed that you can accomplish anything if you don't care who gets the credit, and the latter focused on motorist animosity, youth and safety.

Jay Sheffield of the Port Authority made a presentation on the PA's upgrade plans for the George Washington, Goethals and Bayonne Bridges. He or another PA official may be available to make a similar presentation at a monthly Club meeting in the future.

3. Programs.

The March meeting will feature Sandy Chapman of Tifosi Sales (which represents SRAM, Silca and Assos, among others) presenting on "Technical Advancements and Innovations".

The April meeting will feature Ben Fried, Editor-in-Chief of Streetsblog and will be sponsored by Maglia Rosa, a Brooklyn-based bike shop and coffee house.

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4. B STS.

Jim announced that there will be a B STS this Spring. The series is being organized by Norbert Phillipps and Steve Musso. Contrary to earlier reports, there will be a B-16 section. Routes will be fairly aggressive, with lots of climbing.

5. C STS.

Carol Waaser will lead the first ride, and we have a list of leaders for subsequent rides; Karla just needs to match leaders to dates.

6. C SIG Graduates as Ride Leaders.

Paul Hofherr says he can't incorporate ride leader training into the existing C SIG program, but he and Linda Wintner can definitely do leader training for C SIG graduates after the SIG is over.

7. Volunteer Party.

The Volunteer Party was a big success. Gabby reported that 106 people signed up, and we had a full house.

8. Social Media Coordinator.

We continue to look for a coordinator for our Facebook activities, as well as Twitter and Instagram. Linda says she has some ideas for Gabby.

Further discussion of these topics was deferred until a coordinator can be found.

9. Mazzola/Valkhof Lawsuit.

The Club was *sub poenaed* in this lawsuit between two members stemming from an accident in 2014, but the Club has not been made a party. Jerry reported that the issue of the *sub poena* has been resolved by our offering to make Israel Forst available for a deposition on our membership records.

10. Special Events: Newcomers' Ride.

The Newcomers' Ride will be held on June 10th, due to park availability.

This led to a brief discussion of the issue of non-member participation in the Newcomers' Ride, but no conclusion was reached.

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11. Treasurer's Report

Steve reported that at the end of February, we had \$131,809.27 in checking and savings. The balances are lower than last month due to Berkshires deposits, insurance and a few other items. The balances do not reflect the two \$3,000 contributions to Kids Ride Club and I Challenge Myself, each voted at last month's meeting.

12. Trial Membership.

The Board affirmed its earlier approval of a \$1 for 1 month trial membership program. If a non-member (or a member not logged in) clicks on a ride, they will be taken to a page offering them the trial membership or full membership, if they prefer. Trial memberships will roll into a full membership, if not canceled at the end of the trial month. The trial membership program will shut down on October 1st in each year, so that trial members will not be eligible to vote (unless their membership has converted).

13. Backup Committee.

The Backup Committee has met, and its minutes will be forthcoming shortly.

14. Incentives.

Our incentives store with Champion is now working.

15. New Webmaster.

On motion duly made and seconded, Jorge Negrin was elected the Club's new Webmaster.

16. Memorial Day / Berkshires.

Jim reported that a venue for Saturday's dinner had been identified. Now he is looking for places for people to gather on Friday and Sunday night. Jim is working with Michelle on a Memorial Day page, with a visible sign-up so people can see who else is coming. Christy urged Jim to focus on A rides.

For the Saturday dinner, Christy checked out the Butternut Ski Lodge. He is targeting a \$50 per head menu with cash bar. A subsidy of \$10 per head (reducing a participant's cost to \$40) was proposed and ultimately rejected.

Butternut Ski Lodge will require a \$250 non-refundable deposit (which the Board **approved**) and 50% of the projected attendance one week in advance. That too will be non-refundable.

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17. WCC / BTCNJ Joint Ride.

Christy reported that he had some preliminary discussions with Westchester Cycle Club and the Bicycle Touring Club of North Jersey regarding a joint ride among the three clubs. The idea is that we would all meet at Strictly Bicycles on June 24th and ride to a park in Nyack. Response was favorable, although the issues of parking and bathrooms (in Nyack) need to be dealt with. Jerry agreed to coordinate the ride, with discretion to make adjustments as needed.

18. Bike Purchase Membership.

The concept of a free membership to the end of the year with the purchase of a new bike continues to develop. Margaret will produce a card describing the program and will leave supplies of them with the shops that currently give us discounts. A purchaser would send in the card with proof of purchase and would receive a promo code in return. Entering the promo code when signing up for membership would waive the current year's dues.

19. Public Relations.

The resignation of Riccardo D'Orazio as PR Director was noted. Christy used the occasion to outline what he thought the job should be: to lift the visibility of the Club generally, and not just to reply to press inquiries as they arise. Board members were asked to think of possible replacements for Riccardo.

20. Governance.

Christy is of the view that the current governance structure of the Club is unwieldy in that all decisions of any importance have to be reviewed by a Board of fifteen members. He noted that it's not just a question of the President doing more on his own authority – in fact the last four Presidents have claimed that the work load was already too much and three of them did not even try to seek the maximum three terms. He also noted that the current governance structure of the Club has not been thoroughly re-thought for something like forty years.

Christy stressed that while he suspects that the answer involves adopting some kind of subcommittee structure, he does not pretend to know the answer. To that end he has commenced discussions with several lawyers and consultants specializing in not-for-profit matters and wants to hire one to advise us on these matters. He has identified one particular lawyer who can't do the work *pro bono*, because we are not a 501(c)(3) organization (we are a 501(c)(7)), but would be willing to do the work for \$2,500.

A lively discussion ensued. Several felt that these were tasks we could do ourselves, while others, among them Christy, noted the benefits of having outside eyes undertake the work and the value of previous expertise. Linda thought it important to first have a

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lengthier intra-board discussion, while Peter thought that such a discussion should be led by a facilitator who may or may not be this candidate. Karla noted that she works with a not-for-profit consultancy called Taproot, and asked to be allowed to make a proposal.

In the end, the Board agreed to take no action at this time, but to let its collective thinking mature for a month, while encouraging Karla to come up with a proposal for us to look at next month.

The meeting then adjourned.

Respectfully Submitted,

/s/ Peter K. Storey, Secretary