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Minutes of the June 5, 2018 Meeting
of the
Board of Directors
of the
New York Cycle Club

Present were: Eden Weiss (President and VP Programs), Jerry Ross (VP Rides), James Gilbert (Membership Coordinator), Jorge Negrin (Webmaster), Michael Weitzman (ENY Director), Jennifer Betras (Special Events Coordinator), Myles Lewis (PR Director), Michael Gately (A Rides Coordinator), Michael Roth (B Rides Coordinator), Julie Blackburn (C Rides Coordinator), Gabby Warshawer (Volunteer Coordinator) and Peter Storey (Secretary).

Eden called the meeting to order at 6:34 PM.

1. Appointment of Special Events Coordinator.

On motion duly made and seconded, Jennifer Betras was appointed Special Events Coordinator.

2. Approval of May Minutes.

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

3. A Rides.

Michael Gately reported that the number of A rides is growing, particularly since the end of the SIGs. The number of A dirt rides is particularly strong. He noted that SIG graduates are required to list at least one ride. He further noted that the freeze on Harlem Line reservations remains in place.

4. Social Sundays.

Michael Roth noted that he and Julie are working to resuscitate this program, which is primarily focused on new and potential new members.

5. Incentives I.

Gabby noted that the incentives program merchandise is in. All recipients have been notified of that fact, but, apparently, not all received the notice. She has asked for comment on Verge's sizing and quality: apparently the jerseys run small.

6. Membership.

James reported that membership numbers are essentially flat. He has some ideas on

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how to lift our membership numbers.

7. **ENY Promo Code.**

Jorge is working on this. This is part of the ENY offer.

8. **C Rides.**

Julie reported that the C-STS season was very successful, especially as we did not require that all riders be C-SIG graduates. She is also working with the ENY Director on welcoming/training rides and is also planning a Wednesday ride series. Eden noted that it would be helpful if we could hook up with Bike New York to feed our C ride program.

9. **ENY.**

Mike Weitzman noted that, as of the end of May, we have sold \$30,000 of ride registrations (339 people) and 288 jerseys. This puts us well ahead of previous Mays. We are reaching out to not-for-profits, offering them the chance to use ENY as a fund-raising vehicle.

10. **Junior Membership.**

Jerry noted that we've had a request for a junior member to be accompanied by his brother. This does not conform to our existing by-law, which requires a parent or guardian. Jerry will give this more thought and draft any changes he would like to propose.

11. **Programs.**

The June meeting will feature John Wilcockson, the editor-at large for Peloton magazine, who will also sponsor the meeting. Raffle prizes will include subscriptions and kits.

For the July meeting, Steve Vaccaro will give a presentation titled "Bike Law 201: Forewarned is Forearmed." Light and Motion will sponsor the meeting and raffle prizes will include a number of lights and light sets.

12. **Berkshires.**

Eden reported on the Berkshires weekend on behalf of Jim Finder: We had 100 total sign-ups, with 70 for dinner. The meal was planned by Christy Guzzetta. Most listed rides were at the B level, but there were a few C rides and a couple of A rides as well --- for the most part, A participants arranged their own rides. Jim cited the ease and quality of cooperation among Gil, Bob Gilbert and himself. Eden further noted that 70% of the dinner attendees were first-timers to the Berkshires weekend.

13. **Ticketing System; IT Expenditures.**

Jorge reported that the ticketing system approved last month has not yet been

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implemented but is coming along. He also reported that in May we spent \$450 on development, and \$500 for maintenance for a total cost of \$950.

14. ***Port Authority Plaque.***

Eden noted that the Club, at Christy's instigation and in conjunction with New Jersey Bike Walk Coalition and Transportation Alternatives, had presented a plaque to the Port Authority of New York and New Jersey celebrating the Port Authority's impending improvements to the George Washington Bridge Bike Paths. The plaque was warmly received by the Chairman of the Port Authority.

15. ***Board Composition; Elections.***

Peter referred to Section (1) of Article III of the By-Laws, which allows the Board to delete or create additional positions as it deems necessary, subject to an overall cap of 15. Although the possibility of creating a SIG Liaison was again raised and it was noted that Gil Lavi wanted to reexamine the roles of Webmaster and Content Editor, no action was taken at this time.

Relatedly, Eden asked for preliminary indications of which Board members would likely run again in the fall. It appears that several vacancies will need to be filled.

Eden asked all members to make their final decisions by early August, so that nominations can open on September 1st, as required by the By-Laws.

16. ***Jersey Design and Promotional Bags; Incentives II.***

Gabby noted that she was "getting bored" with the current jersey design and would like the Club to adopt a new one. In addition, she is exploring possible designs for a promotional bag, which might be a musette, a backpack or a string backpack. Finally, she would like to simplify the incentives system, which, in her view, awards too many points for too many different things and results in an exceedingly complex ordering process.

The Board **voted** to authorize Gabby to proceed on all three fronts and to make proposals on all three at the July meeting. To that end, Gabby appointed a subcommittee consisting of herself, Jennifer, Jerry and Peter to work on these ideas.

17. ***July Meeting.***

Because the Board does not usually meet in August, the Board **voted** to postpone its July meeting to July 31st.

The Meeting then adjourned.

Respectfully Submitted,

Peter K. Storey, Secretary