**CRCA Board Meeting July 13, 2017**

**Attendees:  Gabby, Ken, Ted, Jeff, Tara**

**Updates**

* **Ken**
	+ No updates
	+ Mengoni numbers are low
	+ Ken has been in touch with Nelson from Strictly for merch prizes for Fort Lee
	+ Ken in touch with Tim Ford, who just retired from the Fort Lee police department - if the $$$ fundraised (split between juniors and Ft Lee library) there is an oppty that they will consider future races as fundraising opportunities for Fort Lee
		- Alignment/collaboration with Police Dept, Fire Dept + other Ft Lee stakeholders
		- Blue sky is that we could have a race series that we can hold there
	+ $290K in race, Alex R has money for 2-3 more races
* **Jeff**
	+ Trying to get with Drew Hincapie for George to come ride with us
	+ Jeff had mentioned doing this around the Hincapie time, maybe a happy hour as well
	+ Per Ken, George will be up for StarTrack fundraiser + possible do:
		- Presentation on life in the Peloton and/or ride if weather permits
		- Also, their Gran Fondo is coming up in the fall, so potential idea for George to have a training ride promoting his event and possibly a discount
		- StarTrack event is some time in the fall
	+ Jeff to send note to Drew following up on voicemail + cc Gabby and Ken
* **Tara**
	+ Coaching sessions still underway
	+ Tara has been emailing new members via manual process, Tara to email Nick Black (nick@blacklabs.biz) and cc Gabby
* **Gabby**
	+ Provided update on food vendor trucks + Anthony Sama
	+ Ken has reached out to Thom to help with Parks alignment
	+ Ken + Jeff suggest reaching out to Anthony with the areas of concern and seeing how he can help
	+ Site updates - discussed with team.  Tara updated WordPress in the past and this was not an issue + Ted said Squarespace is very easy.
	+ Gabby to follow up with ML with Staging changes + see when she can present, let’s aim for the August board meeting
	+ Gabby to reach out to ML to discuss current contract over the phone w/her and Ken
* **Julius (absent but updates are below)**
	+ July 9th marshals who were no shows need to be suspended and/or marshaling the next club races - David to own
	+ CRCA involvement with groups like TA in order to improve perception with NYC Parks + CPC, Ken suggests going directly to NYC Parks and seeing if there are any other opportunities to work with them when Jeff/Ken meet with Anthony Sama
	+ Sponsorship and marketing for races – need better instructions how to please sponsors and increase marketing during club and open races - have link for "if you are interested in sponsoring a race, please contact Ted/Jeff”
	+ On old site there was a page that listed instructions for sponsoring races
	+ Suggestion to move database BE upgrade - not something the current board can handle as it needs to be dealt with by a separate group - push for 2018 project
		- Gabby to meet with Val Petrov and provide screenshare in case he has any quick wins solution
* **Ted**
	+ Putting all chips in Fort Lee, hoping that Mengoni numbers will come through at the last minute
	+ Fort Lee - not rinse and repeat + hopes to make this into a recurring race next year
	+ Registration very low, in the 50’s - Ted purchased $150 of BikeReg advertising to promote the race
		- We are in the Fort Lee Patch
		- Ken suggests flash sale although this might alienate people who have already paid for their race
		- Ted to reach out to White Plains crit person for assistance with Ft Lee registration
	+ Strictly provided list of prizes in addition to $$ that is coming from Fort Lee education foundation
		- FLEC - bringing stage + providing portable toilets
	+ Gabby to follow up with Stephen about Ace + Bill Montgomery mc’ing Fort Lee
	+ Bear is a legacy race but it requires resources and a lot of energy for limited return outside of its legacy status
		- 2015 profit:  $6,033 -> Mothers’ Day
		- 2016 profit:  $6,862 -> Mothers’ Day
		- 2017 profit:  $407 -> we switched the date from Mothers’ Day to the Saturday before Mothers’ Day
			* Weather was really bad (hard rain, temperatures in 40s) and this almost certainly had a large effect on registration
		- CRCA’s marketing efforts were poor this yea
		- Generally speaking this is a very difficult race to manage financially and logistically, having Orchard + Bear in the same weekend is too much
	+ We would need to be invited to collaborate on Harlem Crit
	+ Ted to reach out to Jeff to see when the application is for the 2018 NYS road race championship.  Ted suggests keeping Bear at the day before Mothers’ Day.