**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](mailto: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.