

FINAL

Minutes of the April 4, 2017 Meeting
of the
Board of Directors
of the
New York Cycle Club

Present were: Christy Guzzetta (President), Jerry Ross (VP Rides), Steve Musso (Treasurer), Bob Gilbert (Special Events Coordinator), Margaret Kim (Membership Director), Jorge Negrin (Webmaster), Michelle Gordon (Content Editor), 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 6:35 PM.

1. Approval of March Minutes.

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

2. Programs.

The April meeting will feature Ben Fried, Editor-in-Chief of Streetsblog and will be sponsored by Maglia Rosa NYC.

May will have two meetings: the BSIG Graduation on May 16th, sponsored by Paragon Sports and the CSIG Graduation on May 23rd, sponsored by Jamis.

3. New Paltz Weekend.

This year's New Paltz weekend will be held on July 1 through 3.

4. Governance.

Last month's discussion of possible alternative governance structures resumed. Karla presented a proposal that would add an Executive Board and several standing committees, with each committee consisting of Directors and non-Directors. Jerry affirmed his support for our current structure, as did Linda. Peter would retain the current structure, but add a committee to deal with minor matters as well as a Rides Committee to deal with all ride-related issues. Michelle thought more structure would attract more service from more volunteers. Christy acknowledged that he was considering term limits for Board members and moving to staggered two-year terms for

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continuity, but said he was not proposing to discuss those possibilities at this point.

Michael asked if the Board was discussing the substance of these proposals or last month's issue about hiring an outside adviser. The discussion reverted to the latter issue and, after discussion, a motion to hire such an adviser failed to win a majority.

5. Insurance.

Jerry distributed a Memorandum he had prepared summarizing the Club's insurance arrangements, and led the Board through it. A copy of the Memorandum was ordered filed with the minutes of the meeting.

6. Trial Membership.

Christy noted that the \$1 for a one month trial membership program was pretty much worked out and now just needed to be installed.

7. Back-Up Issues.

The Back-up Committee made its report on how to address the unavailability of officers. Basically, every officer should document what they do, how they do it and with whom (key contacts). These documents should be available on the Google Drive. In addition, the following arrangements were proposed for certain positions deemed especially sensitive:

Treasurer: The President should be provided with bank information, including login credentials, account numbers and the like.

Webmaster: Israel Forst, Jorge's predecessor, should be the back-up Webmaster. In addition, the Treasurer should be provided with a list of recurring charges.

Editor: It was suggested that Brian van Nieuwenhoven, Michelle's predecessor, be recruited as back-up Editor.

VP Programs: It was suggested that Peter or Jorge take over for Eden in Eden's absence.

VP Rides: The Ride Coordinators would assume the responsibilities of the VP Rides in Jerry's absence.

8. Charitable Contributions.

These contributions will be made at the first May meeting (the BSIG Graduation).

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9. WCC / BTCNJ Joint Ride.

Jerry reported that this proposal was coming along, although some issues with the park remain. One challenge is how to mix and mingle the three clubs. One suggestion was that each ride have co-leaders from each club, in hopes that each would attract riders from his or her club.

10. Facebook and Other Social Media; Public Relations.

We continue to look for a coordinator for our Facebook activities, as well as Twitter and Instagram. We want someone not only to police these platforms, but also to actively promote content on them.

Jorge questioned whether we should consolidate some of our various Facebook pages. This discussion was postponed to the next meeting.

Jim suggested that we consider retaining a PR firm to advise on strategy and methods. This was deferred to next month. Peter confirmed that no By-Law changes would be needed to do this.

11. Bike Purchase Membership.

Margaret reported that this program was pretty much ready to go. The Board **approved** the expenditure of up to \$1,000 in printing and related costs for this program.

12. ENY.

Linda summarized our permit and sponsorship status. Registration for the ride is live. ENY now has its own Facebook page and Twitter account, and Linda is in discussions for a table at the Five Borough Bike Ride Expo. Posters and palm cards are coming along, as is a dual use ENY/NYCC business card. The Board approved ENY's use of the logo on the business card and otherwise.

As in past years, ENY registrants will receive a temporary membership.

13. Newcomers' Ride.

Bob reported that the Newcomers' Ride will occur on June 10th at Pascack Park.

14. All-Class Ride.

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Bob reported that the All-Class Ride will occur on August 6th, 2017 at the Goswick Pavilion in Piermont. Cheryl Laiken will arrange for the food for the event.

The meeting then adjourned.

Respectfully Submitted,

/s/ Peter K. Storey, Secretary