



NCC Board of Directors Meeting Minutes

Meeting Date : 04-06-2015

Meeting Location: Packard's, Northampton, MA

Meeting Called to Order Time: 7:30PM

Members Present: Tim C, Thom B, Jeff B, Alicia W., Leila E., Kathryn S, Al D, Mike H, Jonathan B.

Members Absent: Tom H, Scott M

- The March 2015 BOD Meeting Minutes were approved
- The Annual Member Party at Northampton Brewery was discussed. Great feedback, great venue (available space), great attendance, food just OK, came in under budget for beer/wine tab, having tri-clinic before party increased tri-clinic turnout.
- Discussed partnership with MassBike: beginner learn to ride on road sessions, help promote & advertise, add a section on NCC website about MassBike. Goal is for NCC members (and non-members) to learn more about MassBike and expand MassBike's reach. The board thought this was a good idea. Leila will work with MassBike on the rides.
- Reviewed the final list of sponsors for the clothing run
- Clothing status was given by Thom- order delivery date is still on target. Discussed how many extras to order for shop stock and sponsors. It was suggested club ride leaders listen to participants to gather a consensus if we should do another order later this year. Close to the same dollar amount in orders as last year.
- Tim noted the Junior Cyclocross Program begins April 20, and is filled up for all sessions. Tom H. is organizing the NCC part of it this year. Need volunteers.
- Reminder of "Half the Road" movie screening, Wright Hall, Smith College, on April 23- NCC co-sponsor. Someone from the Board plans to be there tabling.
- A Nomination committee was formed and approved: Tim, Thom, (BOD), Joe Lellman, David Goodwin (NCC members). Tim will kick off (the relatively simple) process, and then prepare for electronic election (target- May or sooner). The Board agreed we should do elections earlier in the year, since terms are Jan-Dec, next cycle- this year was unique with ByLaws re-write and approval.
- Proposal was brought to the table for free jerseys for ride leaders, not approved, since ride leaders are not always well defined.
- Jeff asked for approval to make 2015 sponsor thank-you plaques. Approved.

- Leila and Jonathan asked for some cards to be made. Membership cards, and welcome cards to be handed out on rides. Tim will create a “welcome” e-mail address for the welcome cards. Approved.
- Tim explained the current e-mail blast methods, and what is most effective, versus what is a waste of time and potentially damaging to our domain name. For most cases, we should use MailChimp. Tim will ask BikeReg if there is a better integration method with MailChimp, but also start talking to “the web guy” about the cost of implementing an integrated membership registration system.
- Suggestions for the April member newsletter were solicited and received.

Meeting adjourned time: 8:45PM

Minutes submitted by: Tim Cary, Interim President