



NCC Board of Directors Meeting Minutes

Meeting Date: 04-01-19

Meeting Location: 32 Industrial Drive East (inRESONANCE building)

Meeting Called to Order Time: 6:31 PM

Members Present: Chris, Tim, Bryant, John, Charlie, Sam, Miles, Al, Leila

Members Absent: Lauren

Guests:

- A motion was made to approve the minutes from the March meeting, the motion was seconded and approved.
- Charlie gave a Sponsorship update
 - Have lost sponsors this year -- need to push for event sponsors
 - Banners and printed materials can include new sponsors
 - Will rely on Miles / Lauren efforts to energize new sponsorships
 - Discussed changing kit schedules/sponsorship model
 - Given need for more sponsors, added Sam and Charlie to the Sponsorship Committee
- Ride leader meeting report - John
 - Delta Rides & AMC
 - Full slate of Delta rides /J O'K/backup
 - AMC to invite NCC and vice versa (insurance by host, no cross promo)
 - Gravel ride would be exciting / Leila&Jon / insurance / priv property
 - Chris D. to ask USA cycling about their offering.
 - Ideal is USAC coverage, if available -- proven and least cost
 - Charlie will get an updated copy of our insurance
 - Emergency Recommendations
 - Lawsuit: Best interest to have policy & recommendation vs nothing
 - Written by NYCC & Nurse, reviewed by Doctor/Lawyer
 - Discuss Ambulance call
 - Change rides vs communicate -- C to slow down, B to be open about competitive nature of the rides. All to focus on handling the slow rider.
- Pactimo has not been responsive on dates for opening our Clothing Store
 - Charlie will reach out to Pactimo for fit kit and timing
- The club will continue to support the Triathlon Team
 - New tri kits will not be provided this year -- there are kits available from last year. Racers can race in last years kit for Racer Rewards.
 - Charlie will reach out to the triathlon community to gauge continued interest
- Membership renewal push -- records were extracted from database of those who haven't renewed. Charlie will send an email reminder using the president email.

- Tim provided an update on the Hilltowns race. Plainfield police rates have gone up 110%. Tim is attempting to negotiate with the police chief. Tim asked the entire board to help find more volunteers.
- Web developer contract will be discussed this Thursday at 6:00, covering updates to the club and BikeFest website.
- Charlie presented an offer from thedriven.net for Membership software. Key features are automated membership management, membership communication via multiple subgrouping. Sponsorship management is also included. Drawbacks are look&feel and lack of well-developed templates. Cost would be on the order of the cost of our website management contract. All agreed on the benefits of letting members manage their own membership -- and the potential increase in renewals. Further discussion and evaluation of custom vs. plugin solutions will follow, with vendor demonstrations.
- Charlie asked all to participate in the search for volunteer coordinator who will hopefully fill one of the open board seats
- Charlie announced details of Spring Cleanup, with MassBike, on Saturday April 6th
- Miles gave an update on potential Social Media improvements. Airtable & Slack, are integrated packages that automatically post/track to social media -- Facebook, Twitter, Instagram and LinkedIn. Recommends more social media posts for relevance and engagement with scheduled, frequent messaging. Further discussion on costs of free vs. paid versions of software will follow. Sam and Miles will coordinate testing of of Airtable for scheduled post testing. Discussion of coordination of posts will follow testing. Charlie will convert Sponsorship Tracking in Airtable at the end of this Sponsorship Round.

Meeting adjourned time: 8:20 PM

Minutes submitted by: John Coffey, Clerk