



NCC Board of Directors Meeting Minutes

Meeting Date: 09-09-19

Meeting Location: inRESONANCE Meeting Room, 32 Industrial Drive East, Northampton

Meeting Called to Order Time: 6:31 PM

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

Members Absent: Leila

Guests: none

- A motion was made to approve the minutes from the August meeting, seconded and approved
- Approved \$1,000 budget for fall party at ABB in Easthampton after a short discussion
- Ride Leader update - John
 - The board discussed the number of accidents over the course of the year and recommended written best practices documents and cyclocross training -- skill acquisition that would help road riders as well
- Fall Clothing Update - Lauren
 - Communication with Pactimo is improved. This order has a fit guarantee and no minimums -- ideally, this will be the case in future orders. Kits are due to arrive at Northampton Bicycle this week. Lauren volunteered to handle the spring order.
- Bikefest Update - Al
 - New routes are available online. Food is improved based on feedback from past comments. New SAG at Joe's Garage. Registration is lower than last year but may improve at the last minute. Sam will do a blast email to past participants. All BikeFest signs will be placed in the next two days.
- Safesport Training update - Chris will follow up on the final signups
- Donation of old kits to UMass Cycling Club - Charlie, for Ben Jankowski
 - The board approved a donation of obsolete NCC kit to UMass
- Greylock Recap and Financials - Charlie
 - Participation was 127, equal to last year
 - New course record set, averaging 15mph uphill!
 - Net revenue was slightly better than last year
 - Charlie will reach out to John Frey to save cost on timing services next year
- HydraCross Update - Chris
 - No registration information available, we are support only
 - Volunteer(s) to set up table/tent/giveaways?
- Youth Summer Cycling Update - Charlie
 - Charlie reported on the potential for coaching at the high school level, to fill the gap between the Youth series and JAM Fund
- Social Media updates - Miles/Lauren/Sam

- Sam will promote HydroCross tomorrow. Sam, Miles, and Lauren will meet offline to set up AirTable for automated Social Media posting and organization.
- The board discussed the pros and cons of multiple social media accounts and agreed that cross-posting to multiple accounts gives the best exposure and ease of photo management.
- Sponsorship updates - Miles/Lauren
 - New artwork was presented for a very solid Sponsorship brochure
 - Charlie will meet with Miles and Lauren to update/refine Sponsor Database
- Special Projects Brainstorm Activity
 - The board ranked future projects, using measures for Effort, Value, and Expense, sorting to prioritize projects
 - Charlie will reach out to triathlon members
 - The board finished slightly more than half of the brainstorm list and will complete rank ordering at a future meeting

Tabled:

New Business:

Meeting adjourned time: 8:31 PM

Minutes submitted by John Coffey, Clerk