



NCC Board of Directors Meeting Minutes

Meeting Date: 10-07-19

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

Meeting Called to Order Time: 6:26 PM

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

Members Absent: Leila, Lauren, Al

Guests: none

- A motion was made to approve the minutes from the September meeting, seconded and approved
- Ride Leader - John -- The board discussed issues that will be brought up at the first ride leader meeting. John agreed to post to the Ride Leader list, looking for a point person for the Saturday B ride.
- Bikefest - Ridership is down this year. The board reviewed results from the feedback survey and discussed what worked and what can be improved. Charlie to post feedback for board. The board entertained a brainstorming session on potential improvements. Charlie reported that the Bikefest committee will begin planning for next year in November of this year. The board had a long discussion about promoting it's charitable activities. Charlie will follow up with Sam.
- Safesport Training update -- Chris is coordinating with USAC to document all board members and contacts who have regular contact with Juniors. The board will revisit the list of required associates who need to take the course next year.
- Social Media Update - Miles/Sam -- The board discussed the generation of content and ways to get feedback to the Social Media team
- Sponsorship Update - Miles -- Airtable has been updated with multiple targets for sponsorship next year with the primary contact updated. The database tracks the contact of the potential donor and the Board Member responsible. Target donations have been estimated. Reach-out has begun. The board spent considerable time working on contacts in the sponsorship database. Miles and Lauren will begin reaching out to potential sponsors, reaching out to Board Members where appropriate.
- The board will review the annual statement at the February Board Meeting
- Bryant will work next year with Event committees to make an event banner with sponsors for each event - recommend 1-2 months in advance of each event.
- Speed and Sprockets annual party - promotional opp. The board will have a new banner available and will make memberships available for raffle at the upcoming event. December 5th.
- Miles will work with Tom to register the trailer. The club will allow Tom use of the garage for winter storage only.

- The board briefly discussed finishing outreach to the last paying sponsorships, specifically McLaddens
- Tim will renew Website SSL certificate

Tabled:

- Until February, clarify USAC requirements for Safesport Training
- Special Projects Brainstorm Activity

New Business:

Meeting adjourned time: 8:25

Minutes submitted by John Coffey, Clerk