



NCC Board of Directors Meeting Minutes

Meeting Date: 03-02-20

Meeting Location: 32 Industrial Drive East, Northampton. inRESONANCE Building

Meeting Called to Order Time: 6:33 PM

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

Members Absent: Leila, Roger, Al

- The board welcomed Michael Bello and Roger Stawasz, new members of the board. John volunteered to do an in-person orientation with them before the next board meeting.
- A motion was made to approve the February minutes. Seconded and approved.
- Meeting minutes reflect the email-approved motion to allow Tom Hogendyke to purchase 12 jerseys of various sizes so that he can continue his recruiting efforts at the Junior/High/College level.
- Charlie reported that the annual meeting went well. ABB has not invoiced the club yet.
- Miles gave an update on Sponsors. Current sponsors (8?) are returning. New sponsorship prospects are not responding well.
- Charlie and Bryant will coordinate in the next two weeks on the Spring Jersey design. The club is light on sponsors this Spring.
- Charlie spoke to Mike Hempstead, who recommended fewer sponsors at a higher cost
- Charlie talked about Membership and recommended an auto-renewal membership in 2021. Tim and Charlie will work with our web guru to implement.
- Membership goals for the year are back to the 2018 level or >400 members. Membership data will be made available to the board and ride leaders via a web link.
- The board approved Tom Hoogendyk having up to 20 membership waivers for family members of youth participants to encourage future membership. Free memberships will last one year. Charlie (to do) will set up waiver codes for the 2020 season.
- The board discussed expanding Racer Rewards for NESCA races, where NCC members are required to wear the NESCA kits. NCC logo is not currently on the NESCA kit. The board approved including racers if NESCA includes NCC on the kit. Charlie will contact Tom to discuss.
- The board discussed promoting the Ciclismo Classico Bike Travel Film Festival at the Academy of Music along with Speed and Sprocket. The board expressed comfort with using social media to promote this.
- The board discussed UMass Sponsorship and agreed to give complimentary memberships to interested local college team members.
- The board discussed the Rudy Project, offering a discount in return for placement. The board did not approve the proposal.

- Charlie discussed Sponsorship in general. In the past, Board members were required to bring a sponsor. Since then, the sponsorship levels have dropped. He proposed a Sponsor Chair position on the board that would coordinate the efforts of all board members. The board had a long discussion of potential partnerships for both kit and event sponsorships.
- The board approved the role of Sponsor Chair and Miles has accepted the position.

Meeting adjourned time: 8:00 PM

Minutes submitted by John Coffey, Clerk