



NCC Board of Directors Meeting Minutes

Meeting Date: 05-03-2021

Meeting Location: Virtual, via Zoom

Meeting Called to Order Time: 7:02 PM

Members Present: Al, Andy, Charlie, Doug, Jonathan, Justine, Michael, Roger

Members Absent: Jeremy, Stephen

Guests: None

- The April meeting minutes were reviewed and approved.
- Trifold/QR Code - No updates from Jonathan, but next month
- Trialblazers update from Charlie. Charlie looking for a BOD member to communicate with Tom Hoogendyk . Jonathan volunteered since he sees Tom regularly. Doug willing to back Jonathan if needed. Jonathan to work with Tom on t-shirt and swag ideas.
- Miles Chilson resigned from the BOD on April 7th. Jeremy Powers will be leading the sponsorship committee going forward. He is developing a plan for future sponsorship.
- BikeFest meeting (Charlie, Millie, and Bryant).
 - Looking at September 26th, which overlaps with Will Bike for Food. Liz Bud is our contact at the Foodbank, NCC may coordinate something.
 - Venue assumed to be Look Park, but exploring other options
 - [Four Stars](#) in Greenfield, off the Franklin County Bikeway.
 - Brewery in Deerfield
 - [Lions Club Pavilion](#) in Hatfield
- Return to Riding
 - Michael and Roger updated the BOD on the TT/HC
 - Strong number of riders first four weeks (over 25 each week)
 - A few triathlon clubs members have joined
 - Need Easthampton routes in library
 - Al volunteered to draft a few Easthampton routes
 - Charlie thanked John Coffey for his work on the library
 - May Contest
 - 3 rides from the library in May, earn NCC branded multitool for first 40
- Membership push
 - Currently 156 memberships, members
 - 78% of goal for 200 memberships, 350 members
 - Michael with share non-renewed memberships with BOD for help encourage membership
 - Al to encourage JAM members to take advantage of complimentary membership.
- Update on dopey biking update from Jonathan
 - Host communities and money

- Northampton has a large warchest, but unable to spend the money
 - Talk to Marijuana Control Commission of Bike Park as a anti drug initiative. Healthy lifestyle endeavor
 - Specialized has anti drug program
 - Jonathan suggested having literature in place before going before the Marijuana Control Commission.
 - Justine will research child psychology material that may be helpful in the effort.
 - Could the bike park create an opportunity for the high school team?
 - Al provided an update on his meeting with an individual in the parking commission.
 - Al's contact working on presenting the project prior to official committee meeting
 - Potential sponsorship with marijuana dispensaries questioned if the project moves forward.
- Communication and Promotion Committee (CAPCom) report - Charlie
 - Newsletters coming out regularly
- Sponsorship Committee - Charlie/Jeremy
 - Tabled until next month
- Web/Tech - Michael, Charlie, Tim
 - Shared numbers for April
 - Numbers very strong, people are exploring the TT/HC sections
 - Compared to April 2020, pageviews up 642% (13,466 vs. 1,816), users up 143% (1,173 vs. 483), and bounce rate 3.7% vs. 59.9%
 - Expecting an article about the Trailblazers and JAM Fund.
- Jared Greenburg, NCC member, announced his bid for mayor of Northampton

Meeting adjourned time: 7:51 PM

Minutes submitted by: Michael T. Bello