

2015 TBRA Board Meeting

January 4, 2015

10:00 AM CST

HCA

2515 Park Plaza

Nashville, TN 37203

Agenda:

I. Welcome and Call to Order

- a. Michael Edens – President
- b. Tony Falin – Vice President
- c. Rachel Hart – Secretary
- d. Shannon Mathis – Treasurer
- e. Michael Long – MTB Director
- f. Nathan Stone – Road Director
- g. Marshall Bassett – CX Director
- h. Bill Parsons – Points Director

II. Marketing

- a. Tents
 - i. \$800 to \$1200 depending on style of tent, silk screen, etc.
 - ii. One tent per year? Or two tents this year?
- b. Tables
- c. Table Covers – approx. \$100 per
 - i. At least 3 sets of tents, tables, table covers – 1 per region
 - ii. Extra volunteer or board member who isn't racing at the time can man the table
 1. At the very least, just have the table and tent set up with handouts and other materials
 - iii. System to keep up with tents, tables, etc.?
 - iv. Send packet of materials to promoters for weeknight crits, smaller races, etc.

- v. Banner for registration
- vi. Way to facilitate? How to disperse?
 - 1. Kinko's
 - 2. Folder or pillar that goes with the tent that holds flyers for all of the races – can print out next ones when available and add to the folder/pillar
- vii. Lead time for ordering things – 2 to 3 weeks, maybe a month
- d. Posters
- e. Handouts
- f. Next race flyers?
 - i. Keep at tent / send to promoters for upcoming races
- g. Branded TBRA race tape for MTB and CX
 - i. 2,000 ft for free for race promoters (~2 rolls)?
- h. Social Media
 - i. Make board members admins for social media sites
- i. Out of state media?
 - i. Keep in mind as we get our own in-state marketing plan together
- j. Podium backdrops, podium steps
 - i. Flags to go on either side of podium steps
 - ii. Triangle with TBRA logo for in front of podium steps
 - 1. Michael E. looking into pricing for these options
- k. Analytics
 - i. Support for reducing local municipal support expenses
 - 1. Present net economic benefit for negotiation in having police securing courses
 - ii. What does TBRA do for TN outside of just bike racers?

1. Put a section on the website about the economic benefit of bike racing in TN?

iii. Surveys for riders

1. General questions

- a. Need to be scalable so Shannon can analyze them
- b. With comment section at the end

2. Survey Monkey – Shannon can analyze data

- a. Biggest concern is not getting enough information
- b. Limit to around 5 questions
- c. Can use the same post-race survey
- d. Pre-registered racers will get survey; send link out over social media for everyone else to participate
- e. Link in results section of the site

- I. Budget \$3,500 to \$5,000 for marketing materials

- i. Michael E. is looking into quotes.

m. Marshall motions not to exceed \$5,000 including tents, table, table covers, branded tape, podium presentations, and other items related to marketing, then the board votes again as to what's being bought once we get a good quote. Michael seconds. Passes with unanimous vote.

III. Technology Improvements

- a. Online Payment System

- i. For BAR fees and race fees

1. 2.9% + \$.03 for PayPal fee
2. Free transferring from bank account to bank account
3. Shannon can e-mail invoice to clubs who owe.
4. Chief official needs to be aware of making sure the spreadsheet is filled out for fees.

- a. Better communication with promoters and officials on making this happen
- 5. Given number of days past due (maybe after 15 days) – Shannon can generate an invoice.
- 6. Shannon motions to implement PayPal for an online payment system, Michael E. seconds. Passes with unanimous vote.
 - a. Clubs are still welcome to write / send checks.
- b. Online outstanding fees for promoters/team page
 - i. Page for delinquent clubs/races that can be crossed off as they're paid
 - 1. Yes or no toggle
 - ii. Bill will update the spreadsheets with correct board member contact information.
- c. Online officials or race director post event form submission
- d. Online team and board member election voting?
 - i. Time limits placed on discussions?
 - ii. The board will revisit later in the year as to how to do election voting.
- e. Toll Free TBRA Conference Line?
 - i. Tony has set up a free conference line account through Freeconferencing.com.
- f. Online discussion platform
 - i. Facebook – closed group for the board
 - 1. Offers polling option
- g. Race Manager program
 - i. Keep for Bill's sanity

IV. Junior Programs

- a. NICA
 - i. Nathan motions to budget \$2,500 to donate to NICA (silver plan), Marshall seconds. Passes with unanimous vote.

ii. Facilitating donations via TBRA clubs

1. If you don't put on a race, your required event can be replaced with a donation or volunteer hours for TN League race.
2. Set it up as an optional piece, then go to clubs who haven't put on an event and offer it as an option to be in good standing.
3. \$500, or \$250 + volunteers to work the TBRA tent?

b. Juniors Race Free Program – keep for 2015

V. Beginner Racer Program and Mentoring Program

a. TBRA level of involvement

- i. Michael E. is meeting with Stuart Lamp around week of 1/12 to further discuss how TBRA can help with these programs.

VI. Year-end Banquet

a. Yes/No

- i. This topic will be revisited at a later board meeting. Ideas for tying a banquet / awards ceremony to an event were explored.

b. Date – Possibly September 19th, 2015

c. Committee

d. Budget

e. Tickets

f. Schedule/Agenda

- i. Needs to be tied to an event
- ii. Possibly at Nathan's CX race, awards ceremony afterwards? Last Sunday in September
- iii. After River Gorge?
- iv. Put it in a poll or rider survey to see if anyone would be interested
- v. Will someone want to do a gran fondo and tie the banquet to it?

VII. MTB USAC Rebate

- a. Way to get money back to promoters?
 - i. Corporate sponsors?
 - ii. State-wide series named after big sponsors?
 - iii. Michael L. is looking into options for bigger sponsors, and the board will revisit this topic at a later meeting.

VIII. 2015 Budget

- a. Financial State and transfer status of books
 - i. Outstanding bills
 - 1. \$400 to Jonathan Kinnick for December Race Manager
 - 2. We owe Bill 2 months of pay.
 - 3. Bill has ~\$1,400 in road & CX awards, shipping & postage, etc. for 2014.
 - 4. MTB awards are still outstanding.
 - ii. Need invoicing system for keeping up with club dues
 - 1. Language about voting, collecting BAR points should be included on the invoices to remind clubs that dues must be paid in order to vote in the annual meeting and for club members to collect BAR points at BAR races.
 - 2. Send reminder that fee goes up to \$75 on March 1
 - iii. Auto bill pay for webmaster and software manager
 - iv. Processing fee for anyone purchasing a jersey
 - 1. \$3 or \$4 if someone purchases with CC. Purchaser should be prepared to absorb that fee if using CC. Otherwise can write a check.
 - v. Race Clean
 - 1. Social media posts, website links to USADA's prohibited substances list
 - 2. Placement of logo on flyers in more prominent position?
- b. Budget Discussion
 - i. Publish quarterly financials? Monthly statement?

1. Request?

- c. Budget Approval

- i. Shannon will have it ready at next meeting.

- IX. Newsletters and Social Media

- a. Frequency

- i. 1 per month

1. Upcoming races, update on BAR series standings, etc.
 2. Recent upgrades? Vicki or Stuart can let us know?
 - a. Bill checking on this
 3. Club rosters by category?
 4. Bill is migrating MailChimp over to Rachel to be able to put in content, mail out, etc.
 5. 1st letter needs to be out in the next couple of weeks
 - a. Board met, minutes, first races of the year, potentially recent upgrades?
 6. Bill is working on condensed page where social media posts can be viewed all at once.

- b. Content Owners

- i. Rachel advising Marshall, Michael L., Nathan for content on newsletters

- c. Logistics

- d. Rider Survey

- i. Tony coming up with demographic questions (did you stay overnight, hotels, restaurants, etc.).

- X. Race Director Certification and Instructions

- a. Discuss with each discipline director about requirements
 - b. Discuss Race and flyer instructions
 - c. Way to disseminate information including increase in USAC fee

- XI. LA Summit
 - a. October / November
- XII. Corporate Sponsorship
 - a. Bike Reg
 - i. Keep it as is.
 - b. Others
 - i. Michael L. is working around a fall time frame to start approaching bigger sponsors.
 - ii. Putting ads in magazines like Bicycle Magazine?
- XIII. Inventory Allocations and Procurement
 - a. Jersey Inventory and Orders
 - i. Tony is figuring out what we have and what we still need to order for the coming year.
 - b. Finish line equipment
 - i. Laptop, video camera, hardshell carrying case (which can be mailed)
 - ii. Tony can pick it up.
 - iii. TBRA pays shipping costs, or send it with someone to be delivered to whoever needs it.
 - iv. Sign-up system?
 - 1. Tony is working on this.
 - v. Start with Nathan? Other directors?
 - vi. Communicate to officials?
 - vii. Isolate the officials who will need the camera so they can get used to it? Used as a backup camera?
 - c. Any other TBRA Assets
 - i. A banner...
- XIV. Masters Road Categories

- a. Discipline Director to present options if any changes are needed
 - i. Keep the categories the same for the 2015 season
 - ii. Proposed categories for the 2016 season:
 - 1. 35+ (1-3), 45+ (2-4), 55+ open
 - iii. Survey clubs throughout the year.
- b. Tabling the women's Masters categories – looking for more input
 - i. Nathan motions to give a jersey to Masters Women 35+ open category in the State TT Championship, then medals to every 5 year age group. Tony seconds. Passes with a unanimous vote.

XV. Other Road Topics

- a. Espinazo del Diablo – possibly 2 day event?
- b. Nathan motions that to be eligible for placement in the BAR series, you must either be a resident of TN or member of a TBRA team in good standing. Tony seconds. Vote unanimous

XVI. Masters Cyclocross Categories

- a. Discipline Director to present options if any changes are needed
 - i. Potential categories:
 - 1. 35+ (1-5), 45+ (1-5), 55+ (1-5)
 - ii. Present options to clubs for feedback before officially voted on

XVII. Other Cyclocross Topics

- a. BAR race series discussion – tabled
 - i. No TBRA series? Middle TN series, MSG series, Memphis can have their own series?
 - ii. Have just a state championship race?

XVIII. Series Awards

- a. Discussion on end of series awards for all disciplines
 - i. After River Gorge?

- ii. Last Sunday in September at CX race? Or Fondo race on Saturday, “banquet” Saturday night?
 - b. Timing of awards
- XIX. Cat 3 MTB points series and State Championship for women
 - a. Not enough riders to make this change now. Also don’t want to encourage them to stay in 3s instead of upgrade.
- XX. MTB Juniors girls Jersey for TORBAR and State Championship
 - a. One Category, championship jersey
 - b. See how it goes, then decide on series for next year
 - c. Michael L. motions to have one state championship jersey category for girls. Michael E. seconds. Passes with a unanimous vote.
- XXI. Gravel races?
 - a. Michael L. looking into options. Tentatively last two weekends of October or Nov. 1
- XXII. LA Official of the Year
 - a. Look into the official who was at the most races?
 - i. Michael E. asking Vicki for this information.
- XXIII. Require all BAR categories to be offered for road like CX
 - a. Exception for juniors for road
 - b. Same for MTB?
 - c. No action taken
- XXIV. Radios for Races Discussion
 - a. Not in the budget for this year
- XXV. 2015 Annual Meeting
 - a. Set for Saturday, December 5, 2015
- XXVI. Discuss Bi-monthly Board Conference Call and dates
 - a. Thursdays at 8pm CST?
 - i. Thursday, Feb. 5th, 2015

- ii. Thursday, April 9th, 2015
- iii. Thursday, June 11th, 2015
- iv. Thursday, August 20th, 2015
- v. Thursday, October 22nd, 2015

XXVII. Better coordination for Official Assignments between promoters and officials

- a. Need new officials
 - i. Offer classes to get more officials on board? Sponsor for the first year for officials to get their licenses?

XXVIII. Race Schedule Rollout

- a. Bill will send preview out to promoters once the rest of the details are ironed out – around Monday, Tuesday. Published Friday, tentatively.

XXIX. Closing statements and adjourn

- a. Marshall motions to adjourn, Tony seconds.