

# January 21<sup>st</sup>, 2018 TBRA Board Meeting

## Proposals = Underlined

### Agenda:

#### I. **Welcome and Call to Order**

- i. List of Directors present – All board members are present.

#### II. **Newsletters and Social Media (Secretary, VP, and Webmaster)**

##### i. **Frequency**

- i. Quarterly (or possibly beginning of season, mid-season, end of season).  
These newsletters will be posted on the TBRA website, via mass email (if you opt into the TBRA emails) as well as social media.
- ii. Upcoming Races, BAR Series Standings, recent upgrades, TBRA updates, etc.

##### ii. **Content Owners**

- i. Kate, with content from Toby, Nathan, Marsha, and Jim. Kate will ask for contributions a week or two leading up to publishing. Any board members are welcome to email content. If clubs would like to contribute content they are free to submit to info@TBRA.org.

##### iii. **Logistics** – Via TBRA homepage, email, and social media.

- Bill plans to post weekly updates of how teams are doing in certain series, standings, rankings, etc. - Possibly post weekly. Very helpful and informational, especially for individual and team statistics. This is still in development.

#### III. **LA Symposium (USAC Conference)**

- i. **Who's going?** Michael would like to have more than one TBRA rep. Go out and represent. National calendar discussion, promoters will be there, and USAC will discuss any issues with rules or policies.
  - Jim Farmer has offered to possibly go. Michael will go depending on the date when it is announced.
  - Someone heavily involved in the TBRA schedule (larger promoters) could also be a good choice to send.
- ii. **Logistics:** TBRA might assist with Air B&B if travel can be funded OR TBRA may assist with some travel costs. USAC sometimes gives a small stipend as well.
  - Waiting on date and time still (Most likely will be in March, possibly the first weekend).

##### iii. **Discussion topics to take?**

- Insurance issues. Changes with LA payouts on license money.

#### IV. **Budget**

- i. **2017 Year End Update** – Blake received partial end of year financials just before the board meeting and is still working to finalize and verify all 2017 financials before posting a final copy to the website.
- ii. **2018 Budget Discussion.** Strictly estimates. TBRA club dues total is based on the number of clubs we currently have if they paid dues for 2018. The race rider fees in a 3-year average projection.
  - Michael pointed out that the rebate number might be a little high. It is difficult to average USAC rebates. He would calculate it to be closer to \$6,000. This is based on new changes in the way that USAC is providing money back to TBRA.
  - Jim pointed out that we have about 90 rolls of TBRA branded course tape leftover from the previous season. We shouldn't have to buy more of it this upcoming year.
  - The tape we have is great visibility and strong and also is great advertising for TBRA, so in the future we will continue to order the same.
  - Given the discontinuation of some events and the addition of some new events, we project that rider participation will be similar to 2017.
  - In the past, budget has been assigned to the year that the money was received despite the year of the event. However, this may not be an accurate depiction of annual budget. We propose that the budget be adjusted based on year of event, and not when the money transfer actually occurs.
  - Blake pointed out that generally, you want to keep about 6 months' worth of cash left as a baseline in your account. Right now, we are low (Bottom line: 2799).
  - We need to file as a non-profit this year for tax, donations, and purchasing purposes.
  - We also need to set up a business PayPal account.
  - PayPal is easier to accept and manage money compared to requesting checks.
  - Blake will be doing an audit of 2017 financials to make sure that all outstanding revenue and expenses are accounted for.
  - Blake is still working on transitioning all information from the former TBRA treasurer. Once he is completely up to speed we will see a more confirmed 2018 budget to approve of as a board.

## V. Technology Recap and Improvements- Bill

### i. **Online Payment System**

- There is a page that allows the treasurer to keep track who has paid and outstanding payments. Bill will be sending Blake the links to keep track.
- ii. Online outstanding fees for promoters/team page:**
  - Clubs must be paid up in order to vote, and oftentimes payment is left until the last minute.
  - It may be helpful to send out emails for outstanding payments throughout the year to avoid influx of last minute payments.
  - Michael suggested we need an easier way to keep track of promoter payments.
  - Perhaps of list of races, promoters, and fees owed. It might be nice to have it online so that anyone can access it. Quick books? Other user-friendly accounting system?
- iii. Online officials or race director post event form submission**
  - Similar to above, Michael asked if there is an easy way to post an online form from an official standpoint.
  - If Bill is working the race, he will give the promoter this information on site as well as electronically.

## VI. Junior Programs

- i. NICA
  - Asked for 2500 dollars this year.
  - Do we have enough money to cover this 2500 dollars?
  - According to the contract, we need to pay by July 31st.
  - Marsha proposes we fulfill the requested amount – Jim and Nathan 2<sup>nd</sup> it.

Unanimous Approval

### i. Logistics

Marsha volunteered to man the TBRA tent at two of the NICA races. Michael will make sure that the tent, table, table cloth, and other TBRA gear are present onsite and will help with manning the tent as well. The TBRA board will ensure that one of the board members is available at the tent at all four of the NICA races.

### ii. Marketing:

- Marsha proposes that we encourage them to come to the tent and interact with us. We should give out some fun freebies such as water bottles, wristbands, candy. Encourage the parents and kids to come talk with us.
- We need some kind of flyer that shows our race schedule to bring to events.

- Jim says postcards or business cards are cheap and helpful (Front and back with mountain and road schedules).
- BAR series only listed because all races would just be too much.
- We need to drive traffic to the website. Perhaps put QR codes on posters and cards so the parents and kids can access the website.
- We need to make posters and have them at bike shops and events as well.
- ii. Junior Discounted Race Program – Continued into 2018 same as 2017
- iii. Others?

#### VII. MTB Discussion – Marsha

- i. Recap how did everything go in 2017
- ii. Proposed changes for 2018

#### iii. Two points races in different disciplines in the same market on the same day proposal:

- Michael is against. He also proposes that after March 31<sup>st</sup>, you cannot post up a points race last minute.
- Nathan pointed out that it is unfortunate when a small event takes away from another event in different disciplines.
- Jim is against it because it hurts the cyclocross schedule as well.
- Marsha voiced that she doesn't want to lose entire clubs because a road event has taken away from a "road friendly" off road opportunity.
- Michael is against adding a points race once the schedule has already started. Its like chasing a moving target.
- Nathan proposes that you cannot have two points race without board approval in advance.
- Proposal: Michael Proposed setting a deadline of March 31<sup>st</sup> for road and mountain for adding a race to the points series. (September 30<sup>th</sup> for CX). Board approval is required to add any points race after that. Nathan seconded, Unanimous approval by board members.

#### iv. Minimum number of races to be award eligible (4?)

- Bill says it's tough from a cost perspective when a rider who has raced twice won the jersey.
- Jim pointed out that if you show up for three races and beat everybody, you deserve to be "best area rider", and if others don't participate enough to compete with you, fair enough.

- Is it fair for someone to win "best area rider" just for showing up, but never placing?
- This is only an issue for the categories that are not very popular or high participation. (Such as Junior Females).
- Blake pointed out that from our perspective, the issue is only a cost problem.
- At this time, there will be no change here.

#### v. Category changes

##### i. Men's 60+

##### ii. Pro/Cat1 Open

- Since we have it in road and cross, Michael and Jim suggest we should stay consistent.
- There is no negative impact on scheduling.
- Is there a market for it? Most likely.
- Proposal: Michael proposes to add 60+ mountain bike. Jim/Blake seconds it. Unanimous approval by board members.
- We've already had one race, so what should we do? Nathan proposes the 60+ points series begins as of 01/21. Toby seconds. Unanimous approval by board members.
- Cat 1 30-year-old guys feel like they have no chance at winning against fast juniors. They kind of want an opportunity to win their own category. We talked about splitting the Pro/Cat 1 Open 15-39 category and based off of actual numbers in 2017 no change was needed. No more adding of categories at this time.

#### vi. Enduro addition?

- Should we add enduro to the series? If a promoter wants to add one to the series.
- We could add it to the calendar. It won't hurt the series.
- Our answer: If someone wants to do one, the answer is yes.

#### vii. Points Changes

- Should marathon races be worth more points because they are longer?
- Members pointed out that they aren't that much longer. The road discipline does not offer more points for road races compared to criteriums.
- Toby suggested that maybe we should reserve "extra points races" for certain events that we would like to help drive participation too..

- Bill suggested that maybe promoters need to apply for the "extra points" incentive. Toby suggests that maybe the promoter needed to be on the calendar for at least one year in order to receive it.
- Bills suggested that we should division II points to 3 promoters and division I only for the state championship.
- It was decided to not give Marathon races any more points than a typical XC race.
- As for the division level of each race and some races being designated with a higher division the MTB Director will work with the board and race promoters to make this decision for 2018.

### viii.Series Rule Changes

- **Marsha's proposal:**

- 8 TTs on the schedule - propose 6 count toward points
- 9 XC races - 7 count toward points
- 2 Marathon races - 1 counts
- Enduro - none on calendar yet
- STXC - none on calendar and none planned
  - The board feels like this is a little high. Michael pointed out that it's difficult to find a sweet spot with the numbers.
  - Bill calculated that with bump levels as high as the proposal, Memphis riders would have to make 12 trips.
  - Bill will crunch the numbers, but will mostly likely keep things close to the same as 2017.

ix. State Championship Race Discussion – Already on calendar.

### VIII. **Cyclocross Discussion - Jim**

- Recap how did everything go in 2017
- Proposed changes for 2018
  - Possibly keep the same numbers for the entire CX series.
  - This could be difficult because categories may be different at each race.
  - Nashville promoters could pool money and use the same numbers for those races.
  - Logistics may be difficult though.
  - No changes currently on the table as far as rules or points changes for 2018 CX.

## IX. Road Discussion - Nathan

i. Recap how did everything go in 2017

### ii. Proposed changes for 2018

- Music City Criterium series has not been announced or confirmed yet because the fairgrounds have handed all rights and management over to the speedway. We have yet to hear anything definitive.
- Nissan stadium prices have inflated outrageously and is no longer a back-up plan. Dell parking lot is not available on week nights.
- Any ideas on venue as a back-up plan is open for suggestion.
- If we get the race track worked out, we may try and get a Friday crit on the first weekend in May to draw out a larger cycling crowd.
- Possibility of Saturday/Sunday crit the week before River Gorge. Two different venue. Points weekend.

### iii. Moving race deposit due date to Nov. 30<sup>th</sup>

- If you do not submit by this date, it will "free up" and become available.
- That way, we can have the calendar set by the December TBRA meeting.
- Proposal: Nathan proposes: Move date deposit due date to November 30<sup>th</sup>. Blake seconds. Unanimous approval by board members.
- After Labor Day weekend, we could have an "end of year" division I criterium race (but no payouts). This could be a points race and offer up bids to host end of year awards. OR TBRA could host the "end of year" criterium/awards night.
- Without payouts, venue may be a little more flexible.

Motion from Nathan: TBRA end of year criterium, Division I points race, and end of year awards after Labor Day weekend. (September 8<sup>th</sup> or 9<sup>th</sup>) Budget neutral.

Michael seconds. Unanimous approval by board members.

### BAR Points based on number of riders as opposed to overall payout

- Nathan pointed out that payout isn't always indicative of the size of the race.
- The nice thing about the current structure is that it is easy to calculate points on the front end.
- However, winning a race with just three people isn't necessarily deserving of upgrade points compared to placing in a larger field.
- Perhaps think about it through the course of the year.

#### **iv. Women's Masters Racing**

- Nathan suggests that we need multiple years of Masters Women to show up in order to show a level of participation needed for a yearly series.
- Michael suggests offering best area rider over 40 based on points inside of the current system. Issue here is it would only be within the current P, 1,2,3 race and won't include 4/5 women since they are in a separate race. This would also hurt the women's P,1,2,3 race as there would be three races within the one race P,1,2, Cat 3, and Masters Women.
- It was also suggested could we just put an asterisk by the first placed 40+ woman in the current standings and the board didn't feel this was appropriate for the above reasons.
- Some board members believe that this is a very difficult proposition, especially for the race promoters to try to add in a separate race in an already very tight race schedule and one that would negatively affect the current women's fields.
- Master's women would be 40+
- For this year, TBRA will continue to support women's Masters racing with three State Championship events and jerseys. Masters Women's Road Race, Criterium, and Time Trial.
- This will be on the TBRA agenda every year to revisit for any changes in the racing environment.

#### **v. Men's Masters Categories**

- Suggestion from a TBRA male racer: Change starting age as Master's to 40+ and possibly separate it to 40+ 1/2/3 and 40+ 3/4/5 and eliminate other categories with a 50/60 bonus.
- Michael doesn't want to alienate our 50/60-year-old racers.
- Nothing will be changed this year, but in the future, is there a benefit in having separate 40+ categories?
- Michael suggests if promoters want to offer this category, and there's a demand, allow them to offer it, but they will not receive a jersey.
- For 2018 all Masters Categories will remain the same as 2017 and further discussion will continue throughout the year.

#### **vi. Combining Men's Masters Categories**

- As of right now, 35/45 race together and 50/60 race together.



- Nathan suggested combining everyone races 35+ race and the results are combined. However, the 45+ will get BAR points as well as 35+. That way, the race will stay together and be more unified rather than having a split dynamic.
- Technically the 45+ could win or podium in both categories.
- Michael suggested that some will be upset if 45+ men win both titles. It might not be fair that the 45+ get to "double dip"
- Nathan suspects that the race dynamic would be much more of one actual race than two separate races.
- Bill said that it might be logistically difficult with results.
- No changes for 2018 but further discussion will continue throughout the year.

#### X. Series Awards

- i. Discussion on end of series awards for all disciplines
- ii. **Timing of awards:** Should we order them up front and have them ready to hand out or should we wait and have them personalized.
  - Mailing stuff out is expensive and timely.
  - Nathan knows someone who can make trophies really quickly and might be able to work "day of".
- iii. Person's responsible for the awards
- iv. All discipline directors are responsible for the awards for their particular discipline.

#### XI. Jersey Inventory and Orders:

- Perhaps we need to keep a record of jerseys used each year so we can gage what sizes we still need. We have a plethora of odd sizes leftover and none of the popular sizes.
- As far as we know, most jerseys have been received or mailed out.
- Possibly make a partnership with Hand Up Gloves for custom state gloves at the championship. (Mountain?) (Toby and Jim are looking into this concept)

#### XII. Marketing Investment Recap and Discussion

- i. Posters (Discussed earlier and in the works)
- ii. Handouts (Discussed earlier and in the works)
- iii. **Next race flyers?** Didn't really work out. But we may use the 3x5 cards or business cards to encourage registration and outreach.

- iv. Branded TBRA race tape for MTB and CX (Discussed earlier and plenty left over from large order in 2017 no more needed for 2018.
- v. Social Media (All Board members will work to contribute to TBRA social media outlets and provide TBRA with a bigger presence in 2018
- vi. **Out of state media?** Facebook and Twitter posts regionally.
- vii. **4<sup>th</sup> set of goods:** Don't have the funds this year. We need to hunt down some stuff from West Tennessee. (Toby looking into this)
- viii. **Flags:** We may be able to purchase some flags this year. Great, inexpensive, and high visibility. Based on budget projections, we can afford flags.
- ix. Cheapest flags are 100 dollars and they go up to 180. We will price our options and make a decision soon.

XIII. **Analytics**

- i. Support for reducing local municipal support expenses.
- ii. Present net economic benefit for negotiation in having police securing courses.
- iii. What does TBRA do for TN outside of just bike racers?
- iv. Put a section on the website about the economic benefit of bike racing in TN?

XIV. **2018 Annual Membership Meeting**

- i. Discuss a potential date
- ii. **December 1<sup>st</sup> or 8th?** CX Nationals is December 15<sup>th</sup> & 16<sup>th</sup>

Saturday, December 1<sup>st</sup> was decided for the Annual TBRA Membership Meeting.

XV. **Discuss Bi-monthly Board Conference Call and dates**

- Do we want quarterly, bi-monthly?
- Michael will post date suggestions so that we can respond to which dates work for us.
  - i. **Discuss email voting**
    - Adequate time is necessary to vote on anything. We also discussed using Facebook poles so we can see that everyone has participated.

XVI. **Closing statements and adjourn**