

CROSS CREEK CYCLING CLUB
BOARD MEETING MINUTES
December 1, 2014 6:30 PM

CALL TO ORDER – Robert Havens, President

- Meeting called to order at: 6:15 PM

WELCOME

TREASURER'S REPORT – Bob Miarer

	C4 General Fund	HBWRT Fund	Totals
Balance November 1,2014	\$8,879.65	\$3,504.52	\$12,384.17
Receipts- PayPal	\$1,754.49	\$0.00	\$1,754.49
Dues	\$0.00	\$0.00	\$0.00
Checks	\$0.00	\$0.00	\$0.00
Apparel	\$0.00	\$0.00	\$0.00
Ride for Haven	\$750.00	\$0.00	\$750.00
	\$0.00	\$0.00	\$0.00
Disbursements (Itemized) Trailer Tag			
Primal Wear Order	(\$3,444.00)	\$0.00	(\$3,444.00)
Greg Beasley Race Reimb.	(\$35.00)	\$0.00	(\$35.00)
LAB	(\$225.00)	\$0.00	(\$225.00)
Bicycle Man Project	(\$500.00)	\$0.00	(\$500.00)
Trailer Tag	(\$29.60)	\$0.00	(\$29.60)
Terry Slack Refund	(\$266.59)	\$0.00	(\$266.59)
Balance November 30, 2014	\$6,883.95	\$3,504.52	\$10,388.47

1. Bob presented the budget as mentioned and described all the deposits and disbursements individually noted in the budget.

TOPICS & DISCUSSION

1. Web Site, Social Media & Online Activities

- a. Review and edit of the Facebook/Social Media posting guidelines.
- b. Discussion was positive and there were a few items modified and some things added.
- c. Outcome. This was approved by the board and will be published and announced on the club website and our social media outlets.

2. Events

- a. NC Road Race Bid: If we bid for the NC Road Race, we should have the top 3 dates so Robert can have it at the scheduling meeting. Right now, USA Cycling only has NC races that have permitted thru May. There are a lot of other "big" races, but looking at the 2014 events, it looks like they happen after June.
 - i. 1. June 13-14 (This is the primary date chosen)
 - ii. 2. June 20-21 (Father's Day)
 - iii. 3. June 27-28
- b. Community-Based events and outreach
 - i. Ideas and recommendations
 1. Approach some schools for possible clinics and rider development rides.
 - ii. Discussion. This was thought to be a good idea but may be difficult to implement as it totally depends on the schools willingness and ability to participate.
 - iii. Outcome. As the club VP, Mike Thomas will be researching and seeing what might be able to be done. He will also be working on some other outreach opportunities.
- c. Charitable events hosted and organized by C4
- d. Charity events that C4 supports with riders, volunteers, or other supporting work

3. Our Club Rides:

- a. Safety. This is always an issue and we must be able to address safety issues/risks before and during rides maturely and without reservation. Corrective actions must be immediate and enforced for the overall safety of the individual(s) and the group as a whole.
- b. Following and enforcing DOT and traffic laws. We need to set the example.
- c. Continue to plan/brief ride execution and conduct before each ride and then follow what "we" briefed. This is getting better but still could improve. The last few rides I have been on and briefed that once the warm distance is done, that riders only take short pulls at the front (about one

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minute or 75+/- pedal strokes) and rotate out safely. We still get some that want to pull for 5+ minutes. Most everyone wants to get and feel the effort at the front to get "more" out of the ride. All of our rides are fitness/training rides for most of our riders. For some it is the only ride they do each week. I understand this but we need to enforce this in the pre-ride brief and during the rides.

- d. Higher level groups having a next-level down development ride once a month or? This would provide an opportunity for those who are riding in say the "B" group to try the "A" group and see if they are really able to ride at that level in both fitness and skill. Also an opportunity for the more senior riders to mentor the skills necessary to ride at the higher pace of said group.

4. True rider development:

- a. For current and new riders
- b. Mini clinics
- c. Specific development rides
- d. In-ride activities for our "normal" rides
- e. Training at club meetings

5. Financial

- a. How we manage our finances
- b. Donations to charities and the reasons why
 - i. Does it support our mission statement?
 - ii. Does it support cycling advocacy or improvement of cycling in our community?
 - iii. Does it support a cycling based outreach program or activity in our community?
 - iv. Does it have a majority of the funds (80% or more) directly impact the true beneficiaries of the charity or charitable organization? Meaning that the majority of the monies donated are not for salaries or overhead (advertising, travel, other).
 - v. After some discussion the following was decided:
 - 1. How much do we as a club allocate for donations overall? \$1000
 - 2. How much of the overall is dedicated to charities meeting i-iv above? \$500
 - 3. How much of the overall is set aside for charities or other causes that are not within the scope of our mission statement? This would be like the ASPCA ride and matching contributions up to a certain level. \$500
 - vi. In general it was decided that we as a club would designate specific club rides as fundraising rides for the chosen cause. That money would be set aside for contribution on the needed date. There could be multiple rides for a given cause. The thought process is to use fundraising to fund donations that the club makes instead of using membership dues or sponsorship donations. Use the majority of club funds to support the club membership and the rider development and outreach plan.
- c. 2015 Allocation of funds for C4 hosted events:
 - i. NC Road Race
 - 1. What is a proposed amount of needed funds? Unknown
 - 2. What amount or percentage does C4 provide?
 - 3. What is the best process for fair return on investment, positive or negative?
 - 4. After some discussion, it was decided that risk and return would be based on the percentage of funds put up to fund the event. If the club puts up 50% of the funds, the return would be 50% of the net proceeds after all event financial obligations have been met. If there were a loss the loss would be the same 50% of the net proceeds. The actual percentage will be decided once the event planning begins.
 - ii. Do we try and host a CX event? Nothing firm on this but will be getting with the NC CX rep to see if having an event would be possible to have added to the series. If not then maybe a clinic type of event or series similar to the BHB series. More on this later in the year.
 - iii. Do we need any equipment to support mini-clinics or other cycling related training clinics/events? There are definitely some items that would make doing any skills training clinics easier. From safety cones to some small obstacles similar to the clinic we had with Eric Petersen a few years ago. The same items could be used for kid clinics as well.
- d. 2015 Charity / Charitable Organization Financial Support
 - i. Best practices questions answered in-line.
 - ii. Donating just to get our name out there. Is that really a good reason? No

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- iii. "Donating" and getting "Free" entry for a certain amount of riders. Is that really donating? No
- iv. Would it be better to match (up to a certain amount or cap) the amount raised by member rider entries for designated causes or charities. Yes as long as it is within the scope of the club charitable contribution plan.
- v. What are our criteria for the type of charities or organizations? Do or should they be more local, be cycling or cyclist oriented, be inline with our mission statement? Yes and no. It was decided that the cap for charitable contributions would be \$1000 for the year. Five hundred of which would be for matching fund contributions and if possible in accordance with our mission statement, and the remaining \$500 would be for dedicated cause like the "Bicycle Man Bike Giveaway" which is in-line with our mission statement.
- vi. The best approach to support other organization events is to help advertise and encourage our riders/membership to participate if they desire too. That there registration fees are contributing to the organization.

NEXT MEETING is scheduled for January 5th, 2015 at 7:00 pm at the Hilton Garden Inn on Sycamore Dairy Road in Fayetteville.

Meeting Adjourned at 7:30 PM.