

January JBMV Board Meeting

Jan 12, 2016

Present: Kristian, Ruth, Andrew, Amara, Ted, Gordy, Nick (skype), Tony (skype), Jim

Members: Brett Sehorn

Ruth - Rider Development

Brief survey review/implications

- all responses are very to extremely satisfied
- might want two surveys next year, one right after class, and then one at end of season
- how can we get more enrollment? bike expo, but let's also add a budget for advertising?
 - print cards with info about youth and adult programs, that are on site
 - people who are training and see interested people can point them to the cards
 - how to encourage more racing? "Meet the teams" nights on Wednesdays - existing teams sign up for Wed night and connect with new riders
 - encourage more team classes - given them a discount

-Youth program update from Tony

- Youth Programs Exposure Plan - Tony Blazejack

Hey everyone! Hope the offseason is treating you all well. I haven't had much free time to attack the exposure campaign for the youth programs yet, but wanted to outline my general approach for your feedback. I have a newborn controlling my schedule (and sanity) at the moment, so unfortunately I cannot be at the board meeting in person.

I. ParentMap Eastside Campfair

02/09/16 - cost: \$475

Pros: Only real chance to connect directly with parents outside of the cycling community.

Cons: Price (over half the budget). Small booth space. No idea how many parents will show up.

My take: I am leaning toward doing it as there really aren't any other opportunities to reach parents outside of the cycling realm. It's a bit of a gamble with the limited resources available, but may pay off as the track and the program are much easier to explain in person. I would certainly like board members' thoughts on doing it.

II. Seattle Bike Expo

03/05/16

III. Community Guides

I have reached out to the various municipalities surrounding the track requesting info for getting in their summer guides, but have not heard anything back. I need to follow up via phone this week. They include:

Redmond
Kirkland
Bellevue
Renton

IV. Email lists

Microsoft Cycling Club
WSBA

(Hoping to get more ideas from board members here)

V. Blogs/Social Media

Seattle Bike Blog
Bike Hugger
Velocity/PI Blog (Dave Longdon)
Facebook
Twitter

(Hoping to get more ideas from board members here)

VI. Physical Advertising (Posters/Flyers/Etc)

As many bike shops as possible

REI

Redmond-area coffee shops

Anywhere and everywhere else (particularly youth/parent-oriented businesses)

VII. Other Exposure Opportunities?

-Adult classes - 11 classes are scheduled - 3 in April/3 in May/3 in June, 2 in July - if we need more, we'll add them

-Racing

Class schedule

Tuesday night lights - yes!

Off-season clinics - Keirin - Brian Abers - Ted to talk to Haldy to get in touch

Kristian

- film company wants to shoot some footage of riders, they will also give us the footage
- Microsoft enterprise advertising with Thorsten happened? Want to talk to Microsoft
- AVC is moving to be the weekend before the GP (so AVC will overlap with Derby Days)

- can we do a dual purse?
 - Rob Whitacre - will we be hiring him this year? Most likely for Fridays as the move to buy a camera with the WSBA isn't happening
 - Need to sort out Officials relationship for this season, we plan to be USAC
 - finance committee will have a meeting next week, get Kristian and Nick access to the accounts and balance the checkbook
 - We are working with Annette to try to get a deal going with T-mobile, and Gordy with Swedish medical
 - need to have budget and finances up to date for all-membership meeting at end of month
 - we proposed a \$1400 budget for adult program advertising, of which \$900 goes toward bike expo
- VOTE: 7 in favor

Amara

Auction - March 26th! Need more items. Caterer: Pomegranite? \$50 per person. Cost for venue and catering is roughly \$5000 now.

- maybe have Andy Baker talk, and then we show the Jerry Baker film
- What's Next - need to get rolling on Sponsors -
- got John Duggan for \$2500
 - got Stan Gregg?
 - end of year ask (need to know numbers)
 - \$4000 to JB development fund
 - posters and promotional materials for junior program need to get started (talk to Tony)
 - calendar is getting updated
 - get Cory to give us an estimate of the cost of updating the website - we'll vote on it when we know

Gordy

Survey Results

- good turnout: 60 members, 30 not members, 30 planning on being members = 120
- many are eating in Redmond after racing - can we FB poll on which restaurants are most popular?
- racing: unknown was less popular, Keirins, Sprints and TT, much interest in team sprints, happy with GP as UCI, August weekend racing interest
- increasing racing - team omnium/team championship for season
- comments about wanting us to drop USAC license requirement? (these respondents might not know that we need insurance)
- punchcards? (we already have them)
- a couple suggestions to turn the apron/warmup circle into a regulation inline skating loop? (Kristian will talk to Park just to see)
- nightly callups for top 3?
- radio/sports announcements, local brochures
- Board - presence at races without participating?
- during Friday announcements we announce key items from the board/schedule

Nick

- is powerless until he has access to the accounts

Andrew - Race Comm

- madison mondays are back? Eric Johnson and Yohannes have a proposal
 - goal is to increase field and skillset
 - will float idea at general membership meeting
 - pairs will consist of an experienced rider and a newer rider
- Fred's Race - increase money, elite jerseys on the line and omnium prizes
- reconsidering race night scheduling, e.g. Masters B group
- might rotate fields for order on Fridays so all can access beer garden
- post-season racing for September?
- should we add TT racing? pursuits?
- should we add some weekend TT races (ATRA?) in the lead up to Fred's? TT saturdays? Special event saturdays?
- weekend madison race series between GP and Fred's?