

## ABRA Board Meeting 10/22/17

### Present:

- Joey
- Bill Barmes
- Don
- Gary
- Paul
- Scott Jones
- Sarah
- Allison
- Some other ASU Guy
- Tracy
- Kat
- Jane Berger
- Nathalie
- Kyle

### Role Assignment

- President: Joey
- Vice President: Scott
- Treasure: Kyle
- Secretary: Kat
- Member at Large: Natalie

### Treasure Update

- ABRA is 501(c)3 tax status and not for profit
- funds have restrictions on them
  - fostering of racing on road track and cx - from USAC
  - have to spend all money
- - unrestricted comes from
  - dues
  - royalties from voler
  - amazon smile
- Infrastructure
  - in the past has been distributed clubs, was returned to buy chip timing system, created the infrastructure fund
  - funds must be spent in the spirit of the original intent of the funds
- Funds from USAC are down despite membership being up
- USAC will be sending more money in the 3rd quarter to makeup for 1st & 2nd Quarter
- Serve as Local Association (LA) for USAC, contract distributed to new board members outlining responsibilities and terms of agreement.
- Rider demographics (attached)
  - Increased licenses (71 new riders)
  - Most license holders between 25 and 65
  - USAC contributes \$0.17 per rider day

### USAC Website

- New website coming in 2018
  - New registration system
  - New calendar
  - Part of larger IT infrastructure

- New functionality will be coming over time
- New app on iOS, android coming mid-cx season
- \$5 per membership fee replacing club dues
  - More representative to all clubs in the state
  - Will be more membership focused
  - Will be part of restricted funds and returned to race promoters after the last race of the year to reinvest in event
- Requiring all board members to be background and safesport checked
  - All USAC people in position of influence should be background checked
  - Is ABRA willing to cover cost
  - Brings ABRA inline with many other sports organization
  - Safesport is focused on child safety and sexual harassment
  - Voted to cover background check cost
- New ideas
  - Don doesn't want to be responsible for start ramp trailer
  - Saguaro Velo willing to give away as long as it is available to any race that want to use it

treas update:

-501c3 and non-profit

-changes how the financial reporting looks

-ie: net assets not net profit

-not for profits are funded by outside sources and those funds have restrictions

3 classes: USAC; unrestricted; infrastructure

-USAC comes from .17

per/racer day + license rebate (\$10: domestic annual)- MUST BE SPENT -> remaining funds given back to promoters

down \$3,000; USAC is late for Q2

-inf: restricted to purchasing items for race community

-history: clubs donated rebates at end of the year to this fund for time system

-timing system not purchased due to hurdles with equipment

-restructured to projects that can benefit the sport

-unrestricted: dues + royalty from voler + Amazon Smile

-reviewed LA contract

-Membership states

-one of the few LAs to have an increase in memberships

+71 from last year

-transitioning to \$5/license membership fees

-USAC transitioning to new website

-all USAC and USOC people have it

- could make us more official/professional
- Could ABRA cover this?
  - ~\$120 cost: yes
  - vote: 3 yes; 2 abs.
- Safesport is focused on sexual harrassment
  - ALL NGOs must have this program
  - positions of authority

New ideas and directions:

- Don's start ramp trailer
  - is a SagVelo trailer; Don maintains and hauls it to races
  - wants to give it to a ABRA/team/person who would use it and maintain it for races in the state
  - requires storage + maintain. (cosly if left outside); system to get it to races and back
    - \$400/year rev (\$200/event): tires \$150/yr + materials + storage(?) + insurance (draws from vehicle towing it)
    - ABRA insure trailer? (list with event permits)
  - If no one in AZ wants it -> offer to Tour of the Gila
  - Bill: could make life in ABRA more complex
  - Rent to other events/uses? Tri or Running events?
  - Kyle: makes an event special + increases event quality
  - Scott: inline with shared event stuff + quality
  - ideally keep in the state with big team (WMRC / Rhino / El Grupo? / Boris?)
- Scott: need to improve women participation (improve on the -7)
  - something we work on as a club at ASU
  - what has ABRA done (if anything)?
  - Alissa and Sarah:
    - more race + seperate categories
    - Cat 5 seperate (4/5 etc)
    - Cat 5 was added for a reason and combining it does nothing
  - Nathalie:
    - bring all the newbies to Avondale and get them exposed to the sport (make it a party)
    - Crit clinic 2 weeks prior
  - Don:
    - Financially encourage promoters to offer seperate Women's 5 field
      - reduced entry fee and smaller race time
  - Jane:
    - coach/mentor guide during those races to give strategy and guidance to new riders
  - Sarah:
    - more clinics + unground crits
    - explaining the importance to promoters about the need= for the long

term growth of the sport

Nathalie:

- try this with someone else (ie: Frosty w/ Verrado)
- clinic at Verrado and bring in an experienced rider to provide

coaching and guidance

- then everyone registers for the real Verrado

Kyle:

- IC3 crit series is a great example
- more clinic time at their event?

Sarah:

- equal payout / prizes
- unequal payout gives the feeling that promoters don't care

Kat:

- equal crit time as well
- infrastructure to keep women in the sport
- Offer 4/5; 3/4; 1/2/3 to provide options for riders

Jane:

-cat 3 is a nice place to stay; when you get into the 2s it becomes less enjoyable (less people; longer races)

Don:

Cat 3 is the same on the men's side: odd position between racing with new riders or racing with regional/nation riders system was set up to allow most people to plateau at 3

Gary:

demographic is focused on masters in the state; most upgrade to cat 4 and stop promoters should focus on providing introduction for masters as well (4/5 category)

Kyle:

Are we at the point of dividing up the categories even further?

Jane:

We are lucky to have races in AZ that offer women's mast. Gila offered 3/4/5 + women's masters in the same field (separate prizes and GC; within the same race)

Nathalie/Don:

Differences with ability spread between regional and local races SoMo TT: no prize if under 5 riders, but encourages individual glory VoS/TBC (bigger than local races)

Gary:

Colossal Cave: provided more master categories but scored together -> provided extra riders

# Big Meeting Notes

## Introduce Board and New Admins

- President: Joey
- Vice President: Scott
- Treasure: Kyle
- Secretary: Kat
- Member at Large: Natalie

- Jeff Frost - Upgrades
- Gary Sax - Officials
- Don Melhado - Permits

## Treasury Report - Bill Barnes

- Ridership has increased by 70 people
- Revenue remained the same, short as of Q2 as USAC has not decided on payouts yet, expecting large payout in Q3
- USAC restricted remaining at year end will be spent to pay for Board/Admin Safesport and background checks, and payed out to promoters
- Bill & Kyle will be transitioning over the next few months
- Treasure email will remain the same

## Confirm Calendar

- 2 CX series this year, AZ Cross and Desert Cross Cup
- Biggest change - ASU with new road race moved to beginning of calendar.
- Split championships again, as it is a 3 year bid cycle
- Jeff Frost is taking over McDowell Circuit Race
- Desert Cross Cross is not reflected on the calendar yet
- ITT championships added August 19th (20k) and 26th (40k), Cotton Classic July 15th

## Growing your Event - Sarah

- Sarah founded clippedin.bike with the goal of getting people interested in bikes
- Moving to a new site that is more focused on finding events, sorted by event type, sanctioning body, etc
- Users have ability to create a race schedule on clippedin
- Promoters are able to create free event listing to appear on the website
- Does not offer registration services
- Promoters can purchase featured events slots
- Also do social media posts, promoters are able to double registration

Suggestion to add dynamic calendar to the website to provide marketing for promoters

## Goldwheelcup.com - Boris

- SWSportsReg.com - works with most race promoters in AZ.

- GoldWheelCup - sponsors, registration and event series
- Goes directly to sponsors to provide awards for series winners
- Will offer primes
- Amount of winner award is dependent on amount of sponsorship
- Race puts in \$1 per rider
- Awards are credits towards future races
- Promoters not participating in the series may add their event to the calendar for \$

#### State of the State - Joey

- USAC
  - Membership down 17% since 2012 (road down 12%)
  - Race participation is down
  - Still better than in 2002
  - Ride membership is growing
  - Having success in getting gravel and gran fondo to use USAC
  - Declines driven by
    - Loss of an icon
    - Loss of venue
    - Increase in traffic fatalities
    - Event quality
    - Event safety
    - Officials training
  - Focus on
    - Improving races experience and opportunities
    - Introduce riders to racing
    - Improve structure of racing
  - Still operating at a loss
  - Goal is to invest in the sport, not balance the budget
  -
- Financials - in a spot to invest back in the sport
- Membership Trends
  - One for few LA with increase in membership
- New Board
- New Admin
- License surcharge - all clubs will automatically be ABRA members
  - Automatically applied to license by USAC at point of sale
  - Only applies to Az residents
  - Allows better representation for all teams in the state
  - Will be used to invest in event quality
  -
- IT updates- new website in the works for 2018, expect growing pains
- Elite athletics paid for USA Cycling foundation and USOC

## Open Discussion

- ABRA takes a leadership role in making the LA a resource
  - Offer workshops, clinics etc from the gurus in the area
  - Educational outreach committee?
  - Improve the image of ABRA by putting on events as the “service organization” for the community
- The possibility of ABRA working with promoters and cities to create agreements with vendors, sheriff's etc to lower costs
  - Boris is creating a “bible” of how to put on bike events
- ABRA cannot help with repaving roads, other than advocating yes through public meetings etc
- It might be beneficial to meet with ADOT/elected officials in person
- Need to improve the recruitment process for officials
  - Process for upgrading to A-level official is nearly impossible
- Suggestion to promote ABRA across various other cycling organizations
- Streamline website to make materials easier to find
- Pay Calendar Fees