



Board Meeting Agenda 11/18/2019

Meeting attendees: Amy Moore, Amy Cameron-Mitchell, Erik Camacho, Keith DeFiebre, Marc Franklin, Elaine Ebner, Melanie Wong, Ryan Fu (guest), Hunter Ziesing (guest), Matt Martinez

Absent: Rikke Jeppesen, Robert Leibold

Official Start: 7:07pm

Public Session:

Hunter - Hammer Nutrition Series Sponsorship

- Brian Frank (Hammer)
 - Hammer Nutrition interested in sponsoring Premiere Series with adoption of new scoring system (details below)
 - Sponsorship would include: promotion of Premiere Series and NCNCA racing on their social media and email newsletter, financial help with scoring resources and product prize donations
 - Hammer podium for photos would not be required, but encouraged if available
- Proposed change to Premiere Series scoring system to encourage competition and not just high numbers of participation
 - 10 placings per event; each team can only count points for their top finisher
 - If team gets more than one top ten finish (e.g. 1 and 2), then they would get 1st place points only and the 2nd would “scratch.” This encourages teams to keep racing to the finish for points, even if they aren’t in the top 3.
- Series Composition and Duration
 - Ideally include numerous promoters
 - Open to the number of races within the series
 - Possible to promote all races by giving points for the top 10 results of each team, but would be easier to score if we selected particular races in advance because we need them to run the same fields (Keith, Eric S)
 - How would this work if there is a tie? (Erik)
 - Use TT as a tie-breaker or Team with the most number of 1st places
- *Next Steps:*
 - Hunter look at potential calendar of races
 - Eric S look at potential breakdown of categories for Premiere Series
 - Amy M send potential calendar of women’s series races to see if there is value in overlap



President: (Camacho)

Discuss findings from Masters Survey

- 400+ responses from Men's Fields re: Categories for BAR/BAT Competitions
 - Interest in adding 35+3/4, 45+ 3/4, replacing the existing 35+4, 45+4 categories. Would be best to implement in crits and circuit races to give Cat 3's a more gradual step-up
 - Also interested in a limited 60+ open category to address aging population of racers.
- Readout from potential fields analysis (Melanie)
 - Breakdown of 2019 racing licenses shows that changing categories could yield a more even split, however it is unclear if racers actually choose to race within their age group or a category down
- *Next Steps:*
 - Request by San Bruno HillClimb to resolve prior to December 1 for event promotion purposes; discussions by board to be continued online in preparation for next meeting
 - Reach out to other LA's to discuss how they handle masters groupings
 - Formal data analysis on survey responses with data science volunteers prior to December meeting (Amy C)

Discuss 2020 USAC financial forecast

Treasurer: (Jeppesen - absent)

Update in writing by Jeppesen and presented by Camacho.

NCNCA Financial reports - <http://ncnca.org/financials/>

2020 Budget proposal in preparation.

- Full proposed budget will be discussed, amended, and approved by board in Dec. 2019 meeting
- All committees need to submit budget proposal no later than 11/25/2019 (was originally 11/1/2019)
 - Women's committee (who?)
 - Officials (Marc - done)
 - Equipment (Robert)
 - Banquet (Amy M or Keith)
 - Juniors (Elaine - done)
- If treasurer gets no submission, the 2020 budget will be proposed to be = 2019 minus 10%
- Reduction in payout to LA for permit coordinator, which would be handled by USAC
 - USAC May ask for help to "ease the transition", but it is unclear whether this is paid or volunteer
 - Possibility of asking USAC for "transition help" money if this is the expectation
 - To be defined by USAC at EOY
 - This may impact NCNCA in particular because our season starts early in January



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Chart of Accounts (COA)

Ursula has worked with Erik and Rikke to clean up the old one. We have a new one proposed. We can either vote on it in Dec. 2019 or Jan 2020. The implementation will be applied to transactions on or after 1/1/2020 if approved. This may mean that Jan 2020 financial statements will be slightly delayed

Financial Reporting

Treasurer proposes to post financials online **quarterly** instead of **monthly** starting January 2020. This means that the bookkeeper and treasurer will STILL run the financial reports every month, so they can be shared and explained in board meetings. The reports just won't be online until quarter end. This will make the online reporting more accurate.

Interest rates on savings accounts

Last month treasurer said they would check interest rates for:

- a. Wells Fargo short term (12 months max) CDs
- b. Barclays (savings?)
- c. Vanguard (savings?)
- d. Marcus (savings?)

Treasurer did not get it done. Sorry! If someone wants to take on this task, please do so. If not, Treasurer can commit to doing this no later than February 2020.

Officials reimbursements

Every year, NCNCA pays \$60 to officials who qualify for this license reimbursement (Marc Franklin can explain details if desired). Marc has compiled the list of officials. Rikke has entered them all in Quick Books Online. Payments will be made in mid-December 2019.

Inventory

- Have complete updated inventory (thank you Robert)
- Inventory needs to be listed (total amount, not details) in the financial statements
- Treasurer used IRS guidelines, Publication 946 (2018) to determine property useful life and categories. <https://www.irs.gov/publications/p946>
- As decided in Oct. board meeting we used \$250 (cost of pop-up tent) as cut-off to distinguish whether an item is expensed (not depreciated) or capitalized (listed as an asset and depreciated)
- Have submitted updated inventory to bookkeeper
Will be added to financial reporting by end of Q1 2020 (3/31/2020)

501c3

- Laurel Green has volunteered (unpaid) to help Rikke with the process, starting 1/1/2020
- Todd Mitchell has already provided some guidance on letter to IRS to justify that we qualify for 501c3, although Rikke hasn't attempted to compose the justification letter yet (Laurel will help put it all together).



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- If this turns out to be a monumental effort, Treasurer may suggest NCNCA pays a lawyer to help us. San Jose Bike Club paid a lawyer a little under \$3000 to convert to 501c3 in 2018 (they aren't done yet)

Committees:

Officials (Franklin):

- Eve Ben-Ora and Ryan Fu will teach a scoring class from 9:30-12:30 at the CX Nation Cup in Sonoma on December 1st. This is a great chance to learn from two good bike race judges and is designed to be outreach and training.
- We will host a B-level Chief Referee Class Saturday January 11th. And Motoref Class Sat Feb 1st. We will likely also host a New Officials Class (level C) on Sunday January 12th.
- Our annual NCNCA officials meeting is Saturday January 4th. Thanks to Randy Shafer at USAC for helping to schedule people to teach these classes. We will start to promote these soon.
- Rikke has done a great job getting official license reimbursements for working 10 or more races this year (5 for new officials)
- Ken Kimari and Marc have been in contact with Rikke regarding equipment maintenance costs for camera/computer cables and printing stopwatch batteries and tape.
- Thanks to the official committee members who have been regular contributors to enlightening and productive conversations: Ken Kimari, Eve Ben-Ora, Matt Martinez, Tom Simonson, Carlos Soto, Jim Dosenbach, and Mike Hardaway.
- We have not yet discussed coverage of officials at all NCNCA events, having no race conflicts will really help.
- Also anyone interested in becoming an official please email officials@ncnca.org

Scheduling: (Moor, Defiebre, Camacho)

- Road 2020 calendar is available
 - Lodi possible later in the year; moving many Livermore races to Lodi (Matt)
 - Confirmed: San Bruno Jan 1

Safety: (Leibold, Cameron)

- No report

Women: (Moor, Cameron, Jeppsen, Wong)

- Goals and priorities started
- Calendar for women's series in progress

Juniors: (Ebner)



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- Budget submitted and no stipends were requested from promoters for 2019 season

Competition: (Defiebre, Camacho)

- Discuss new category proposal for Masters racers - Deferred to have survey results analyzed

Policies and Procedures: (Leibold)

- No report

Marketing / Comms: (Cameron)

- Information Architecture redesign proposal for feedback

Membership: (Camacho)

- Email to clubs in early December detailing membership
- Adding a race promotion requirement for clubs (Proposal by Marc)
 - Lower fees (or rebate) for clubs that promote or volunteer at a race; promoter sign-off or validation submission
 - Possible to list as a Sponsored Event for clubs on their website
 - Create inventory of clubs that actually promoted races in 2019?
- Add LA Policies or Charter as part of Bike Reg Sign-Up (Reg begins December)

Banquet: (DeFiebre, Moor)

- Change the model to become part celebration for awards, part fundraiser

Old Business:

New Business:

- Reaching out to other LAs, starting with SCNCA and Texas (Proposal by Marc)
- Also defining sponsorship goals and priorities, forming a plan for 2020 sponsorship (Proposal by Marc)
 - Current sponsorships:
 - Achieve PTC Sponsors Juniors
 - Hammer Premiere Series
 - Bike Reg Sponsorship (in-kind)
 - Pactimo clothing sponsorship for championships (in-kind)
 - Clif Bar Awards ceremony (in-kind)
 - Overall need easy mechanism for donations online
 - 501c3 Non-profit license in progress
 - Differs from 501c4 because c3 allows for tax write off on donations
 - Private - Social Fundraising campaigns for specific initiatives



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- Corporate sponsorship goal/plan
 - Mission, impact, goals
 - What are your corporate package offerings - e.g. tiered donation levels
 - Transparency and accountability for financials (Annual Report)
- *Next Steps:* Inquire about consultant on commission for corporate fundraising
 - Melanie, Amy C to reach out to network for possible consultants to help build a corporate donation program

Closed Session:

Adjourned: 9:00PM

Next Meeting: Secretary to book next meeting at Sports Basement San Ramon @7pm Monday December 16, 2019.

Meeting Notes Approval (Please add your name below for approval between 11/22-11/25)	Date
Marc Franklin---Approved, would like to make sure we formally consider survey findings with time for thought before Dec meeting.	11/22
Elaine Ebner - approved	11/22
Keith DeFiebre - Approved	11/22
Erik Camacho - Approved	11/22
Melanie Wong - Approved	11/22
Amy Cameron - Approved	11/26