

SCNCA Race Directors Meeting

Minutes of 08/24/2017

Notes from Sean Wilson with additional material from Nick Humby

Call to Order: 7:05 PM

Attendance: Sean Wilson, Steve Barnes, Rich Savitt, Alfie Sanchez, Bill McKlusker, Reed Moore, Jeff Prinz, Nick Humby, Seth Kovack, Marty Brown, Kurt Kobach, Sebouh Bazikian, Fred Muir

Note: *SMW comments are in italics.*

Mission and Purpose – The Race Directors committee has great latitude to tackle tasks important to bicycle racing within the southern California region, but will be required to seek board approval for actionable items such as changes in policy or requests for funding. Contact Steve or Sean with regards to being involved in the sub-committees or for items to be placed on the agenda for future meetings.

Demographics – Sean Wilson will present a webinar in September on our current demographics, but suffice to say that we have seen a fall off in ridership and rider days over the past several years. Generally speaking, there is a 90% drop out rate of athletes over 2 years - only 10% of athletes continue taking out racing licenses after 2 years
National trends suggest another 7-10% fall in 2018. Roughly 3300 current members.

SCNCA Survey – Is current open and everyone was asked to spread the word so that we can gain additional feedback to help provide direction for the committee. Soft closure on Sept 1

Subcommittees – Let us know which committees you would like to be involved with. This is our current list of subcommittees and members:

Race Programming and Calendar related issues. Google calendar to coordinate race dates is open, and the goal to have everything in race calendar by Sept 15. A request was put forward for volunteers to assist with this. This sub-committee will take a broad view of racing and assist in making critical decisions regarding development of racing seasons and other related issues. Secondly, the committee will assist in resolving date conflicts and help develop or revise policies revolving around race dates.
Volunteers include: Sean Wilson, Sebouh Bazikian, Alfie Sanchez, Jeff Prinz

Race Logistics – Will be encharged with development of protocols for how to run a bike race, curate information that can be used by all race directors to facilitate the process of putting on bike races.
Volunteers include: Ramon Gonzalez

SoCal Cup Committee – The SoCal cup is presently unfunded and will need to examine more closely for future continuation and sources for funding. Nationally the LA's are saying they do not want to pay for a division cup indicating that they are not an appropriate use of USAC funding and the preference is to fund retention programs and new racer programs. SCNCA want to follow this approach. In 2017 SCNCA did not fund a Socal cup program, previously they had invested \$10k pa
Volunteers include: Alfie Sanchez,

SCNCA Championship bid committee – Championship events are a vital part of the fabric of the racing community however they are not mandated by USACycling. The committee will be charged with

developing a policy and process for requesting SCNCA championship events. Ideally these events will be chosen before the race calendar is posted **Volunteers: Steve Barnes, Ramon Gonzalez, Sean Wilson**

Marketing – One major issue that was brought up by committee members revolved around a lack of marketing by individual races as well as the SCNCA and USACycling as a whole. SDSR Race Director commented that we need to increase the visibility of racing to the general public - he believes championships and social cup could help support that. This is viewed as a key area as it will provide sponsors ROI and is an item that will be brought forward for additional discussion and planning. There was some discussion of the role that USACycling should have in the process of assisting the regions through their sponsors and contacts. Comment made that reach needs to be 2-5,000 riders to get many sponsors, exposure of 500 at a local race is not considered enough. *Clearly an area of importance that the committee will need to visit more extensively.*

SCNCA Initiative areas:

Scholastic Programming – This will be an initiative area for 2018 and beta-programs were run on the road recently (light attendance) and on the track slated for the fall. These programs will be coupled to the collegiate conference. The long range goal is to tap into the existing scholastic MTB market (controls ~ 1,000 athletes) and provide them other competitive and non-competitive avenues to be involved with the sport. This is being driven forward by Sean Wilson and Drew Kogon

Beginning Racer Programs and Race Mentoring – The long range goal is to phase out traditional category 5 events and replace them (ideally) with BRP events, but at the very least have mentored Cat 5 races. The goal is to improve the race experience for new athletes and thereby increase rider retention. SMW Note: *We do not have any data on this but will talk with the NCNCA about gaining access to their demographic information to data mine to determine if there is any increase in rider retention due to the early bird events.* The feedback from the BRP events in Redlands and CBR has been overly positive. We will need to have future discussions about the programs and their expansion. A secondary goal is to have the coaches track with the athletes in that we can place mentors into category 4 and upper fields to help improve the skills and accelerate their learning.

Skills Programs – Sanctioned skills programs are eligible for upgrade points as well. *Details of the program are available on request and were distributed to area coaches earlier in the year.*

Additional Discussion:

- There was discussion revolving around downtown criteriums and their importance to the sport as a whole. Comments on the cost of organizing races in downtown locations due to permits, insurances, police etc. Comment made that Wolfpack Hustle have organized races, fully permitted, in DTLA and DT Long Beach in the last year or so. SDSR commented that DT locations cannot be used without outside sponsorship support. *This is viewed as an area of importance for the committee and will be taken up at a future time.*
- Suggestion to create a sponsorship committee to support races
- Possibility to make grants available to support juniors and women's program and possibility of grants available from Olympics committees, USAC etc to help race organizers promote events.

Next Meeting at 7:00 PM Thursday Sept 14th

Meeting Adjourned ~ 7:50 PM

