

Minutes of a Meeting of the Board of Directors
of the Southern California / Nevada Cycling Association

Date: February 20, 2016

Location: Luke Residence, Newbury Park CA

Directors Present: Jan Luke, Chris Black, David Huntsman, Armin Rahm, Justin Williams, Suzanne Sonye, Sean Wilson, Omar Lozano, Justin Williams

Directors Absent: Matt Wikstrom

The meeting was called to order at 10:40AM. A quorum was present.

1. As a Secretary has not yet been elected, David Huntsman volunteered to continue to so serve until one is elected.
2. Jan Luke moved to approve the minutes of the meeting of the Board of Directors of February 9, 2016. All directors in agreement, the minutes were approved.
3. The agenda for this meeting, amended to include "Other Business" was unanimously approved.
4. Jan led a discussion of the SCNCA's Mission and Vision. Per Jan we need to address needs of customers to grow. After discussion it was determined to modify the mission statement to add a focus on "growth" and "community" to the message. Changed per attached agenda notes. The new mission statement is now to read:

"The Southern California / Nevada Cycling Association (SCNCA) is the USA Cycling (USAC) recognized Local Association for Southern California and Southern Nevada. Our mission is to conduct, coordinate and seek the advancement of USA Cycling communities in Southern California and Southern Nevada. We are also committed to creating programs to assist the growth and development of riders' competitive skills and to ensure their safe competition."

5. Jan led a discussion of customer service, growth, identification of customers and their needs, with an eye toward action to be taken in the middle and long-term to encourage greater participation.

SCNCA customers include racers, promoters, race directors, sponsors, families, officials, fans, industry sponsors, support crew, and communities (city, county and state) where races take place.

Racers are organized over several often over-lapping categories: Skill and experience: (recreational, novice, development, pro) Discipline: (MTB, road, track, cyclo-cross) Age: (Masters, Juniors, Women, Elite).

The consensus is the usual business models for race promotion have stagnated, and USAC feedback indicates poor initial experience is a primary reason new racers don't come back. The Beginning Racer Program could accelerate and facilitate the 5-to-4 upgrade experience to increase skill and confidence and thereby retention. Positive experiences with mentored races for women in SoCal have happened in the past.

Separating Category 5's from the rest of the field is suggested. Hurdles: Can RD's be encouraged to separate cat 5 from cat 4? Should the sport return to calling Cat 5 "public" races? Racer feedback indicates 35+ racers don't want to race with category 4 and 5 juniors. The SCNCA will encourage promoters to offer separate cat 5 race, call it a public race. Communications and Media Committee will look to "rebrand" the Cat 5 races to make them more appealing by themselves.

USA Cycling is "free market" to promoters; board consensus is SCNCA should reflect that posture.

To facilitate promotion, SoCalCup races could be staggered so each race does not have all categories of the series. A SoCalCup committee with standards and advice to promoters who wish to participate is recommended.

It would be helpful to bring unsanctioned races under USAC sanction umbrella: gravel grinders and gran fondos. Some promoters seek USAC sanction to secure the readily available USAC insurance. A hurdle is that USAC insurance is cost-prohibitive to cover an entire event (as opposed to covering just the ride portion of a social cycling event).

SCNCA could have a promotional package ("Bike Race in a Box") to give to cities and municipalities to show support for proposed/existing bike race. Refer to communications / media committee.

6. Status of SCNCA Race Officials:

Officials: The SCNCA has 43 officials licensed now; 27 are active.

The SCNCA lost a huge asset when Marilyn Allen retired. Steve Barnes is motor ref coordinator, and has been working as motor ref for free. It is suggested these positions need better compensation.

Need: equipment coordinator.

Need: single person to manage coordination of officials.

Need: education coordinator for officials. Skills remediation: some officials not as skilled as others; need skills upgraded. Poor experiences with officials high on list of things that riders report

turned them off from cycling. SCNCA LA Technical Committee (LATC) currently identifying those officials for remediation steps.

Can each club be asked to provide an official for SoCalCup races, in order to participate in SoCalCup points series? SCNCA can strongly encourage every club to have at least one official.

A long term goal: ask clubs to “join” SCNCA, require them to provide an official in order to participate in SoCalCup points or to provide an official as a condition of membership. The Financial and Compliance Committee will review this option. Notably, USAC has already discounted the annual USAC club fee an amount equal to the cost of an official, to encourage clubs to provide officials. But there is no requirement. SCNCA needs to remind clubs of this discount.

Ideally: the chief referee determines how many officials are needed for each race. Per USAC technical director, Chuck Hodge, this practice would be satisfactory.

Common complaint from race directors is cost of officials. Officials fees are noted to be about same as police/city fees for most races. Officials fees are significant: as a fee example for race: estimated Santa Clarita officials total fee is approx \$3,500.

It is noted that officials are SCNCA customers as well; they have aspirations and upgrade.

7. The SCNCA's equipment is currently managed by officials.
 - a. Apple computer with a broken screen, but serviceable
 - b. video camera
 - c. tripods (2)
 - d. bull horn
 - e. Set of good lapcards with bell
 - f. Honda generator
 - g. Apple computer with dead keyboard and mouse pad = useable with accessory keyboard and mouse
 - h. video camera
 - i. Honda generator
 - j. Vertex VHF radios (10)

Most equipment about 7-8 years old; some only marginally serviceable.

Equipment urgently needed: finish line *camera* streamable (or firewire) to iPad. “Coaches Eye” app to iPad is a good backup tool, but real camera still needed. *Printer. Radios. PA System.*

For races: officials now schedule the camera, computer operators. Two computers required. Camera and computer operator don't need to be licensed officials. Many race directors have their own operators.

The consensus is there is a need to separate equipment from officials.

Suggestion: the race director says at onset of permit application process that he can/will generate SCNCA/USAC compatible results; this could be in exchange for reduction in officials' fees. The SCNCA would need to communicate to racers that they need to look to promoter to upload results or provide uploadable results.

8. A discussion of prize list transparency took place and the matter was assigned to the Race and Competition Committee for review and advice.
9. A discussion of the SCNCA surcharge took place: a priority is creating need list of items it funds published. A sanctioned race entry fee includes \$3.75 USAC surcharge (per rider per day) for insurance and a fifty-cent SCNCA surcharge (per rider per day). This is in contrast to NCNCA which charges a dollar surcharge plus clubs pay annual dues to join NCNCA. Financial and Compliance Committee will research possibility and value of changing to NCNCA model.
10. A discussion of the SoCalCup prize list took place. The prize list is currently funded by the SCNCA surcharge. The value of a prize list to the SCNCA mission was discussed. According to feedback, a community building an end of year SCNCA awards ceremony and get-together would be more important to masters. Alternate methods of funding a SoCalCup prize list are sponsorship or, for example, waiving camera and results fees for promoters who pay a fee to be a SoCalCup race.
11. A discussion of the SoCalCup in general took place. It was noted it is difficult to attend all events, and racers who miss one or two are essentially out of the running. One suggestion is to only count, for example, 8 of 10 races.
12. 2016 Junior State Championship Road Race: Director Omar Lozano presented a proposal to host the State Championship Road Race for Juniors (racing ages 9-18) on the previously used Chula Vista Circuit Race Course (extended to 5K per lap) on June 25th 2016. After discussion outside of director Omar Lozano's presence the board, on motion made and seconded, voted (Omar Lozano abstaining) to award Omar Lozano the 2016 junior state road race championships for.
13. Election of Officers: On motions made, seconded and unanimously approved the board elected
 - a. Secretary – David Huntsman
 - b. President – Jan Luke

- c. Vice-president – Chris Black

14. Other business:

- a. International Riders – There is an international license required except for Mexican riders. FMC (Federacion Mexicana de Ciclismo) licensed rider must buy USAC One Day licence. EG, for Redlands, must buy 5X one-day licenses. If Mexican racer can't prove race category, must race as Cat V. Per USAC, SCNCA can also accept letter from local association in Baja (Asociacion Estatal de Baja California).
- b. Financial report: Matt Wikstrom will be organizing bank finances the week of 2/22/16.
- c. Outstanding Dorothy Wong fees: the SCNCA needs to better confirm details of Dorothy Wong remittance for SLO Cross prior to payment, as well as fees owing to Velocity Cross.
- d. Potential award category for end of year ceremony: race/promoter of the year.
- e. Cyclocross: CX promoters are needed, but to encourage professional-quality CX events, SCNCA could provide officials at a discount to promoters. Jonathon Livesay was identified as a go-to local SoCal promoter, as well as Sam Ames in Bakersfield.
- f. Omar Lozano noted for transparency his company promotes cycling events sanctioned by USAC's counterpart in Mexico (FMC). The Financial and Compliance Committee will review for conflict.
- g. Sean Wilson led a discussion of methods to acquire and use a master list of racers and members for mass communication. It was noted a Yahoo/Google email list could work for opt-in communication forum.
- h. It was noted that commercial sports photographer Danny Munson has a proposal for photography, to be distributed and reviewed by the BOD.
- i. It was noted that permanent annual race numbers for riders are only currently scheduled for SoCalCup elite racers.

There being no further business, the meeting was adjourned at 5:24 PM.

David Huntsman, Secretary