

### **Wednesday, November 2, 2022**

Grand Valley Youth Cycling Board Meeting Minutes

Call to order at 5:03 by James Quackenbush

In-person board meeting at Networks Unlimited

Attendees: Melissa Pipkin, James Quackenbush, Sparky Moir, Jeff Mace, Greg Chinn, Mark Swain, Karen Newton

Also in Attendance: Board candidates, Fawn Lawrence and Ana Ferreira

Absent: Ryan Schultz

Approval of the Minutes: Made one adjustment to coach's name spelling. With edit, unanimous approval from previous meeting.

Approval of Agenda: Unanimous approval of November 2 meeting agenda.

### **Director's Report:**

Melissa discussed how busy this fall season has been.

Discussed the financial snapshot using the P&L report from QuickBooks and shared the revenue and expenses of the high school and middle school seasons. October will have more expenses than usual for payroll, travel, gifts and end of season banquet.

Discussed creating some guidelines for coach compensation regarding coaches who volunteer or receive comp student entries in exchange for coaching. We will work to get guidelines in writing and further discuss comped entries for coaches.

Melissa: We had to turn a couple kids away because we were full in the middle of the season. Number of coaches will limit our ability to bring more kids on. Turning away registrations was also a timing issue.

For high school students, 27 percent of students were female. Out of 27 coaches, 33% of them were female.

Discussed budget. Agreed to approve a line in the budget for discretionary funds for gifts, appreciation, misc. funds. Consider making it part of the Director's job description and the Board bylaws to add language that the Director can utilize that discretionary money.

Motion by Greg to approve \$2,500 in annual discretionary funds for Director.

Mark seconds

Board unanimously approves

Lots of engagement from school admin this season. Discussed lettering criteria. Would it be valuable to bring in teacher sponsors to a board meeting in the future so that they can see community involvement? Melissa: I think a meeting with Geoff, myself and them would suffice.

Went over miscellaneous impacts of Sentinel article, Facebook photos, news piece, etc.

Melissa discussed website items: FAQ page, E-commerce and other soft goods on website. Some improvements include event program registration and fixing issue with emails going to spam. Karen mentioned increased utilization of website would be excellent and that we should use it as the go-to for information.

James: What are the specific needs for website in 2023?

Board responses: Making people more aware of the site by having meetings with parents, adding events and parent engagement to the site, re-evaluate how we communicate between riders, parents, coaches. We need to continue to use TeamApp but maybe we can improve how we use it.

Ana: the more communication the better, information needs to be consistent. We'll discuss it with parents at the next parent meeting.

Quick discussion of other program needs.

Discussed meeting with high school parents in Snowmass. Melissa indicates it went really well and there will be a follow up meeting in person next week. Will take an informal survey of parents on best ways to communicate, etc.

Follow up on Team Evergreen Grant, will likely hear back in December. Gave very specific input on what grant money would be used for in 2023: mostly supplies and training.

Liability insurance renewal comes up October 15. Melissa did not renew so we do not have liability insurance currently. We still have DNO insurance and workers comp. Melissa reached out to get a quote from Players Health. Sparky will help look at insurance coverage plans and Board discussed that it's likely better to have one plan for all coverage vs. shopping for multiple coverage plans for different events. We will keep discussing numbers and look at plans.

North Fruita Desert: Trails are being built and we'll keep exploring potential for a future race out there. League is intent on developing more venues.

Melissa has attended some of the OutRide summits. Also working on a community roundtable with other local youth cycling organizations.

A couple coaches would really like to go to the Devo Secret Sauce seminars. Importance in drawing in coaches and keep them involved with opportunities for the off season.

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**Financial Reports:** Does anyone have questions?

N/A

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### **Committee Reports**

**Rebranding:** Karen contacted two previous students and college students. College students gave her plagiarized work and the other students came back late and with art that the committee decided not to go with. Committee will likely have another meeting to discuss needs. Still a work in progress. Might consider going forward with hiring a professional.

Karen would like to have merchandise and a booth at GJ Rides and Vibes with soft goods available for sale. Discussed setting a date of March 1 to have a deadline for artwork and designs for this.

Right now no funds are needed as it's being done in the committee group. If we were to engage a graphic artist it would likely be approximately \$600.00. Will have a discussion at the next committee meeting about direction of rebranding and artwork.

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**Comments and questions for Board Candidates Ana and Fawn**

What's your interest in being on the Board?

Fawn: She has known Mark for many years from SAR and has felt strongly to be involved in the community, through PTO, SAR, and other involvements. Feels she has skill sets and interests that lend itself to involvement with GVYC.

Ana: Her family is busy and has hesitated to join any Board because of timing. She has benefited from being part of GVYC as a parent and as a parent made community connections and was enriched through the organization. With more time now she would like to be involved and to give back.

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**Discussion of Board Candidates and Voting**

**Fawn:**

Vote: Unanimous vote to bring Fawn on to Board of Directors

**Ana:**

Vote: Unanimous vote to bring Ana on to Board of Directors

James will email them and invite them to join the Board.

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**Next Board Meeting**

No December Board Meeting

Next Board Meeting will be Wednesday, January 18 at 5:30 PM

Adjourned at 7:08 PM