

January 5th, 2019 TBRA Board Meeting

Agenda:

I. Welcome and Call to Order

- a. List of Directors present – Michael Edens, Nathan Stone, Marsha Williams, Bill Parsons, Kaitlyn Benavides, Blake Roth (Zoom), Toby Fanning (Zoom), Jim Farmer (Zoom)

II. Newsletters and Social Media

- a. Frequency
 - i. Once a month or quarterly? – Quarterly Works well. First 2019 newsletter will be March.
 - ii. Upcoming Races, BAR Series Standings, recent upgrades, TBRA updates, etc.
- b. Content Owners
 - i. Kate, with content from Nathan, Marsha, and Jim. Feel free to email any details you want included. Pictures are always appreciated. Last year we discussed different clubs requesting to submit content – perhaps we could revisit this? We might also get some great photos to include in the newsletter from events in different parts of the state.
- c. Social Media posts
 - i. Each person on the board can post if everyone could chip in and post we could get better outreach and visibility. We all need to work on more posting especially when races are coming up.
 - The board would like to preview upcoming race reminders one or two weeks preceding on social media.
 - Bill reminded us that we also have an Instagram account.

III. Budget

- a. 2018 Year End Update
 - Blake updated YTD expenditures. Awards and jerseys are now consolidated for expenses. Still some unpaid BAR fees for 2018.

- Michael reminded us that, according to TBRA policy, state jerseys will not be awarded to teams that are delinquent with their club dues for the year.
- We are approximately \$1,700 in the red although there is roughly 1000 dollars outstanding BAR fees for 2018.
- We are already short on some popular sizes of state jerseys. Inventory has been a constant struggle. We discussed different ways to make this process more economical.
- Toby suggested creating a spreadsheet jersey inventory page including contact information of each BAR and state winner and whether they received their jerseys for the year.
- Jim suggested requiring a representative from the hosting promoter at state races manage and document state jersey distribution and inventory.
- Nathan suggested giving the state winners a Hincapie coupon code and have the racer order their specific size and have it shipped directly to their homes. This would eliminate inventory and logistical issues.

b. 2019 Budget Discussion

- As of right now, we have race tape in stock but will be needing some by cyclocross season.
- Blake mentioned possibly increasing the margins in race tape cost to save some money.
- Michael pointed out that we want to incentivize promoters to use high quality tape, so we want to provide this tape at a competitive rate in comparison to the cheaper quality tape.
- NICA: Difficult topic because one non-profit is in the red while contributing to another non-profit.
- Nathan questioned: If we don't contribute the full donation, how could we spend the 2500 otherwise that would benefit both NICA and TBRA?
- Blake suggested possibly making our contributions at the end of the year so that we can better gauge how TBRA is doing financially.

- Nathan pointed out gauging our donation based on how we did the previous fiscal year, and the amount of the donation would be reflective of our budgets since donations are due in the spring/summer.
- Nathan motions: Based on how we did this year, we donate 1500 to NICA. Marsha seconds. Unanimous approval by board members.

c. Invoicing

- Blake emails about team dues at the beginning of the year, again in March, and once more before the annual TBRA meeting, but still have many delinquent teams.
- In a brilliant stroke of mathematical genius and operational efficiency, Bill suggested eliminating club dues altogether and offsetting the lost revenue with a modest increase in BAR fees in order to remain revenue neutral.
- Michael pointed out that some states have a one-time state racer fee that included a yearly cloth number and other perks to race in state.

d. Quarterly Statements

- Michael: Is there anything we can do to help communications with race promoters? Many teams are unaware that they are delinquent.
- Blake flags delinquent teams electronically for a one month follow up. He requested an electronic verification whenever a promoter pays on site, so that he can update his spreadsheet.
- Michael suggested having a specific promoter PayPal link for BAR fees, so teams can go in and pay.
- Kate suggested PayPal invoicing each team via email, so they simply need to click the link. This may also provide an easier paper trail to keep track of payment.

e. Budget Approval

IV. Technology Recap and Improvements

- a. Online BAR fee Payment System (See budget tab)
- b. Online outstanding fees for promoters/team page (See budget tab)

- c. Online officials or race director post event form submission
 - Bill: Until results are posted and uploaded, we can't necessarily do this on site.
- d. Jersey Inventory hidden page on the site
 - Bill suggested a Google Doc spreadsheet.
 - Michael asked if we should include a Google Doc to keep track of jersey winners and whether they received the jersey.
- e. Jersey winner's hidden page on the site for size, address, if they have received it yet, and contact info. Plaques also.

V. MTB Discussion – Marsha Williams

- a. Recap how did everything go in 2018
 - SERC biggest race, Junior growth, Michael projects several new 60+ racers. Marsha suggested for the time being, keep the 60+ category.
 - Marsha has brainstormed ways to include the community and increase registration. Invite parents, contact youth with invitations to race. Pre-ride the course on Saturdays preceding a race, but this would be up to the promoters.
 - Michael pointed out that the promoter would need to mark the course ahead of time. A coach or mentor would guide racers through the course and give advice/feedback.
- b. Proposed changes for 2019
 - Motion: Michael proposed the 2019 State mountain bike race: Stanky Creek: 8/17/19. Marsha seconds. Unanimous approval by board members.
 - Division II races for 2019: Aiyana XC Mountain Bike Race & SERC #6

VI. Cyclocross Discussion – Jim Farmer

- a. Recap how did everything go in 2018
 - Unique rider registration was the same as last year although overall registration was down. Could be because racers were a little more spread out geographically.

- In Chattanooga, Jim does clinics and practices leading up to cross season in hopes of promoting new and ongoing registrants. It may be helpful to implement something similar in Middle Tennessee.

b. Proposed changes for 2019

- Rankings for larger races- Nationals racers started far back in the field because Tennessee racers don't have adequate amount of call up points. Jim suggested possibly combining some race results to assist local riders.

ii. Combining Masters Results to USAC

- Jim explained that by perhaps combining all masters results or masters 35+ and all women to USAC, it may benefit race quality results even though promoters can still podium and award these categories as per usual.

VII. Road Discussion

a. Recap how did everything go in 2018

- Average rider per race stayed the same (139)
- Overall rider count was down 9.7% (7529 vs 6802)
- Overall number of races was down 9.3% (54 vs 49)
- Therefore, it makes sense. Numbers were per race was the same 2017 to 2018, we just had fewer events in 2018.

b. Proposed changes for 2019

i. Master Women's BAR Series

- This discussion is in reference to Marsha's presentation during the December meeting.
- For promoters, a 30-minute time slot for criteriums would be more manageable.
- Michael asked what order the criteriums should go in to better incentivize women to double up?

- Marsha said it may be best to have the masters race in the morning or before the Women's 1/2/3 race to incentivize double registration.
- Nathan suggested the only issue may be the state road race (Aaron Shafer) logistics.
- Not all promoters would be responsible for adding the women's Masters category. Marsha will work with promoters to endorse this additional field.
- Marsha proposes: Introducing a BAR Series for Masters Women's 40+ for the 2019 road season. Kate Secons. Unanimous approval by board members.

ii. Sumatanga Road Race Points or not for 2020?

- The promoter would like to have this 3 road race series as a part of the TBRA BAR series.
- Nathan proposed possibly making the last race in the series a TBRA points race, but it cannot be on the same weekend as Chickasaw.
- Michael pointed out that we need to assess the placing this year to be sure its accurate before deciding.

iii. Battle of Lewisburg date: First weekend in August

iv. BAR Points changes?

- Due to that fact that payout structure isn't necessarily indicative of race attendance, Nathan suggested exploring a structure where there are no divisions for BAR points, but points based solely on number of riders that show up.
- BAR points for a race could be the number of people that you beat, plus bonuses for higher spots: Example 10 riders in the race, the winner gets 9 points (number of riders they beat) plus a bonus for winning. There would be a bonus for 2nd, 3rd, and so on.
- Bill suggested coming up with a way to still weigh a race on the front end so that riders knew somewhat of a point value going into the race. This would also guarantee a minimum point value for certain (traditionally bigger) races. Potentially coming up with a minimum by

payout or even history of attendance. Nathan and Bill are going to explore/discuss some ideas together through 2019.

- Nathan mentioned that a rider had reached out about men's masters categories. Suggesting a move to 40+ P123 and 40+ 3/4/5. This is a discussion that's been had on and off over the past few years and is a divisive topic with opinions being split.
- The board discussed that the current structure seems to work well where this is no BAR for Masters 3/4/5, but promoters are welcome to add it as a category. Promoters have added it to Masters 50+ and have seen success with it.
- Bill suggested having a "team of the year" by category – i.e. – "Cat 4 team of the year" etc.
- BAR Base fees on the number of racers that attend the promoter's race. The number of BAR points you get for a race will be based on the number of people you beat as well as points bonuses based on getting on the podium. This may make the BAR jersey a true "best area rider".
- Scoring points quality based on how many people show up to the race may be most accurate; however, it's difficult to gauge how many people are going to show up to the race, especially considering weather. Also, not sure if sprinting for 23rd place is necessarily safe.
- Marsha pointed out that CX and Mountain biking uses participation points, so perhaps we could just award a point for every person a racer beats.
- Michael pointed out making a change for 2020 and present a solid idea at the annual meeting.

v. Race Category Changes?

- Most road races are division I races, however small they may be. Nathan suggested a minimum payout or threshold.
- Motion by Nathan: Road race levels Division I: \$6,000+, Division II: \$3,000-5,999 Division III – Under #3,000. Michael Seconds. Unanimous approval by board members.

VIII. Series Awards

- a. Discussion on end of series awards for all disciplines
 - In respect to our budget, we will stick with plaques.
- b. Timing of awards:
 - Marsha suggests an end of year awards ceremony – BAR jerseys and plaques. Renting out a shelter, have food trucks come, and recognize all the BAR champions.
 - Michael suggested incentivizing attendees with a guest speaker such as Nate and Johnny Brown.
 - Bill mentioned this will literally save 200 dollars in postage and Michael suggests having the ceremony coincide with the annual TBRA meeting.
 - Marsha offered to look into it and Kate offered to assist.
- c. Persons responsible for the awards: Each discipline director is responsible for his/her series awards.

IX. Jersey Inventory and Orders (See notes above)

- Toby and Michael will work together to take inventory and make an educated guess for a 2019 order.
- Bill said some have requested TT skin suits. Michael will look into minimums and cost and get back to everyone.

X. Marketing Investment Recap and Discussion

- a. Posters, handouts, race flyers, and other promotional material:
 - Michael pointed out that the promotional cards worked well this year and Jim is happy to continue this year but requests to get the schedule solidified soon.
 - Business cards were too small to include the entire race schedule. Jim suggested having a simple ad and website information should suffice.
 - Michael asked for a poster advertising “Tennessee Bicycle Racing Association”. Nathan suggested hiring a professional to complete one for us and have them posted in bike shops.

- Michael: We would like to print next race flyers to hand out to preceding races.
- Bill suggested giving an option to sign up for our mailing list – we could include newsletters, announcements, and race flyers.

XI. Other Discussion

- a. TBRA involvement in community/shop related rides or outreach?
 - Marsha pointed out that this is mostly the responsibility of the teams.
- b. MTB team based atmosphere per Stuart’s idea to get more racers and specifically NICA racers.
- c. There have been questions raised whether the BAR fee structure is fair for all stakeholders involved.
 - For points races, TBRA could charge \$2 for every Tennessee rider or “BAR eligible” rider. Then charge \$1 for out of state riders or riders with no hometown listed in the results. TBRA could lose a significant amount of money based on last year’s calculations.
 - Should TBRA change the fee structure for races that draw many riders from out of state? Is this fair to smaller grassroots promoters?
 - The current structure is \$2 per rider per day for points races and \$1 for non-points (excluding juniors, if the promoter charges \$5 or less for the junior race).
 - Michael suggests making it 1.50 across the board for promoters larger than a certain number of entries. However, we are on a tight budget and will suffer greatly if we lose more money from our main income.
 - TBRA could decrease the fee for out-of-state riders, while increasing the fee for TN riders.
 - Marsha suggested that Bill could crunch exact numbers and we can vote on it during a yearly conference call.
 - The board agreed vote on Bar fees this week via email/conference call.

XII. 2019 Annual Membership Meeting

- a. Discuss a potential date

b. December 1st or 7th, 8th?

- Banquet and annual meeting the weekend of Saturday, December 7th and Sunday, December 8th. One of these dates will be the membership meeting while the other will be the BAR award ceremony.

XIII. Discuss Bi-monthly Board Conference Call and dates

- These dates will be discussed and confirmed this week.
- Marsha requested that we add corporate sponsorship to conference call agenda.

XIV. Closing statements and adjourn