



Minnesota Cycling Federation

BI-MONTHLY MEETING Minutes

Monday, October 3, 2011 (6:30 – 9:00pm)

Angry Catfish Bicycle and Coffee Bar

4208 28th Ave. South

Minneapolis, MN 55406

ATTENDEES & INTRODUCTIONS

President: (Kevin Lennon), VP: (Chris Smith), Sec: (), Treasurer: (Terra James)

MCF Clubs Represented:

Athletes Under Construction ()	Minnesota Cycling Team (Kevin Lennon)
Big Ring Flyers ()	Nomad Marketing Cycling Team (Jason Lardy)
Birchwood ()	NSC Velo Club ()
Bike and Fitness/Subway ()	Omnium Racing ()
Category 6 Racing Squad ()	Team Plan C ()
Chippewa Valley Cycling Club ()	Ramsey Cycling Club ()
Coulee Region Youth Cycling ()	SPBRC ()
Flat City Cycling Club ()	Shamrocks Racing ()
Gopher Wheelmen ()	Silver Cycling ()
Hup United (Chris Smith, Steve Rivers)	SpeedFix ()
Little Guy Racing ()	Synergy (Ryan Krug)
Loon State Cyclists()	Sweet'n Salty/Bikery du Nord (Terra James)
MNJRC ()	Twin Cities Spoke of the IC3 ()
MBRC/Flanders ()	University of Minnesota Cycling Team ()
	Technical Commission (Mark Manzella)

I.ADOPTION of AGENDA (Kevin L)

II. APPROVAL of LAST MINUTES

III.PRESIDENT'S REPORT (Kevin L)

- A. 825 USAC Road Licenses to date. 850 at this time in 2010. 50 event permits, although numerous permits are for series so there are for more events.
- B. LA Conference Call – Voler (clothing mfg) introduced State Champion Jersey program. Voler sells jersey of LA design for \$33. Winner can purchase direct from Voler for retail, 5% (~\$3.50) is rebated back to LA. The \$33 cost is similar to present supplier.
- C. LA Conference at USAC in CO Springs is Nov 4-6. In the past MCF has sent two people, one who has been in the past and one who hasn't. Terra and Kevin will go. Cost is budgeted at \$600.

IV. TREASURER'S REPORT (Terra J)

- A. Final USAC payment is yet to be received. Estimated to be \$2,000. Present payments = 75% of budget line item

- B. MCF surcharge = 50% of budget line item. Remainder comes from CX races. May exceed budget income due to more cx races.
- C. Budget included a \$1,500 donation for Jr track program. This is being deleted from budget
- D. Net income budgeted for 2011 = \$1,770 deficit which included the Jr track donation. Should be nearly break even for year

V. TECHNICAL COMMISSION'S REPORT (Mark M)

- A. Discussed holding a Moto Official course. Cost estimated = \$800. Possible 6-8 attendees from MN + more from surrounding states. Decided to support course.
- B. MCF continues to provide incentives for education and upgrades.
- C. Continue to seek new officials, pool can get limited at times.

VI. UNFINISHED BUSINESS

- A. MCF Bylaws – change III.4 to read “...during previous calendar year in accordance with the following table. An individual may represent only one team at the time of voting.” Change “Races Votes” 0 = 1, 1-2 =2, 3+=3.
- B. Banquet Planning - solicited suggestions for location. Terra will decide by Nov 1 and make arrangements. Discussed having a guest speaker for 2012 season similar to Bob Roll or Frankie Andraeu (sp?)

VII. NEW BUSINESS

- A. Nomad Marketing MCF Marketing 2012 Proposal
Nomad Marketing presented proposal. Proposal includes a shift from twitter & facebook focus to marketing directly to mtb, tri, In an effort to gain licensees. Included in the shift is toward supporting increased sponsorship effort. Nomad was asked to develop an a la carte representation of proposal. There may be some things which MCF places greater/lesser value on.
Discussed various methods to encourage new racer participation such as beginner

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or RR, clinics,...

- B. Junior License Subsidy - Program implemented to subsidize \$20 of first time annual license for Jr. Cost to MCF \$15/license. This plus Jr race cx free means a new Jr could race about 24 cx races for \$10. There were concerns raised that some promoters don't support this however they were not at MCF mtg when discussed. Concerns also that race free program not transfer to road.
- C. MCF Support – what does the \$1/rider surcharge go towards?
discussed list of benefits provided by MCF for \$1 surcharge. Need to add assure an adequate pool of officials to list. This list needs to be published someplace on website.
- C. Sponsorship - MCF needs to secure various forms of sponsorship to enhance capabilities and infrastructure. Have had contact with a few potential sponsors. Need to better develop package of products (events, social media,...).