November WSBA Board Meeting

11.9.23

In attendance: Ty, Scott, Mike, Chip, Steve, Paul and Stephanie

President’s report:

* + UPDATE from USAC on numbers and status of cycling nationwide.
    - * Number of rider days in the WSBA region is up compared to the rest of the nation. Thanks to our promoters
  + Tricia from USAC asked everyone to share biggest barriers. Scott shared and everyone agreed:
    - * + Lack of permits
        + Problem to get riders to register in advance
        + Promoters worried about profitability

Learning:

* Feedback from promoter/team meeting
  + Promoters liked the opportunity to connect.
    - Connected on slack.
    - They enjoyed the calendar and are inputting their dates.
  + Jake puts on Vicious cycle series and wants to avoid conflicting with state competitions.
  + One promoter (Breakfast) just focused on dirt and wanted more focus on dirt but need help. They do have a large amount of human capital.
  + Scott to report on USAC monthly LA meeting and USAC’s new policy.
    - UCI Transgender policy hasn’t changed.
      * Refer to policy listed by UCI.

Tactical:

* Board positions / any openings?
  + East Region
    - Ty Driskel not renewing his board role after 3 year term.
  + Secretary opening for 2024
  + Recommend re-organizing and clarifying roles of each member.
    - 13 members.
    - Only 6 members are active.
    - Pressure and weight of work is put on the President.
    - Each region director should stay connected with the teams and report back to the board if we keep this structure.
      * For example, branding, WSBA actions, jersey design, etc…
    - Scott will create a google document outlining the roles needed for the board going forward and others can brainstorm
  + Budget/finances
    - Angela sent out financials; roughly $80,000 in the bank.
    - Stipends/payments
      * Board members can send Scott an email if they still want a stipend or want to waive.
      * Should we send stipends to promoters, race organizers in lieu of board members?
  + MTB Discussion
    - Stephanie planning state championship races. She would like feedback on state championship concept.
    - Ideally identify an established race.
      * Would Spokane be able to host a MTB race.
      * Is Spring the best time of the year = April, May or June.
      * Booger interested in hosting a race in the Spring, as a stand alone race. Juniors race for free and have a cookout.
      * Work out format, categories, etc.
        + Short track, cross country event and possibly alternate…

Strategic

* + Investments to make:
    - Website is low level and cheap subscription.
      * Minimum ability to modify. Need to upgrade our website provider
    - Rainy day fund. Need to figure out how to feed it and utilize. Need to cap it.
    - Should we hire an employee?
      * Put together subgroup: Steve, Chip, Stephanie and Scott.
        + Communications, fund raising, outreach.
        + Needs to pay for itself.
        + Individuals who are putting on great events could be contracted to build fundraising resources, marketing, social media or help build races.

Evaluate it for 2 years.

* + - Need to buy some equipment (podiums, banner).
  + Need to look at re-branding of WSBA.
    - Need to have a graphic designer put something in place.
    - Scott send Steve thoughts on branding. Steve can create a creative brief and submit for others to review.

Adjourned at 8:15pm.