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.