

OBRA Board of Directors Meeting 12/02/2019

Present: Chuck Kenlan, Jake von Duering, Brad Ross, Inga Thompson, Steven Beardsley, David Saltzberg, Karsten Hagen, Terri Camp, Joel Fletcher, Jen Featheringill, Catherine Bedford, Saul Lopez

Minutes from the 09/10/2019 board meeting were approved with an amendment to remove Jen Featheringill from minutes as she was not present.

1. Membership (Jen)

- Down again this year approx. 10% to 3050 members from 3400. (For context: WSBA had 1200 members; Northern California has 1800 racers; Only area in the US that is doing well is Austin)
- No CX rally as in prior years.
- Juniors down; Women's racing down 9% (however, if members do not self select gender, it is prepopulated as Male); Female racers at 20% of membership;
- One number up: +2.5% for women juniors (+3)
- +500 new members signed up during the year. Joel sent welcome notes to all.
- Overall, we lost 900 members
- OBRA BOD and committees will look for ways to focus on retention!
- Chuck asking for one day data to make better, informed decisions on how to process/issue 1-day licenses.
- Lots of feedback and questions about upgrades have been sent to Jen. Overall feedback is that most people are happy with policy updates implemented last year
- Working with Castelli as potential supplier of Road race numbers
- Chuck: We need to increase membership, especially women!
- Jen: Can we target members that have left and ask why?
- Appreciation and applause for Jen who "WORKED THE MOST NUMBER OF RACES FOR OBRA IN 2019"

2. Women's Committee (Jen)

- On women's and Track committee
- Did social events to grow the commitment and sense of community with women OBRA members
- No clinics executed in PDX run by the women's committee but executed in Bend and Ashland
- Bridge City CX was a success and committee helped with prize list
- Committee considering renaming itself to be more inclusive
- Kendra stepping down at end of year. No replacement yet

3. Velodrome

- Nils on the committee and is helping with a new Velodrome
- Money in the bank..
- Need to raise money and make AVC an event that will attract more racers

- Velodrome holding off on major repairs.
- \$13K donated to Cadonaus from "Save Alpenrose Event" to cover legal costs. Balance being held by OBRA to cover potential equipment storage costs
- Olympic year so pushing GP into Aug.
- Track classes will remain on Tuesdays; No changes to weekly race schedule

4. Executive Director's Report (Chuck)

- State Competitions: This year, we were more selective on who received a championship jersey. No one complained. Age groups, elite down to 3s categories.
- OBRA Chat: Moderation on the chat group being done by Joel. Approving who gets on the chat; need to match email with OBRA registration; Approving comments. No issues.
- Team Managers Meeting and Promoters Meetings: Held in January. Few promoters showed up to promoters meeting. Team managers meeting – main topic of conversation was around BAR and what it means to racers/teams (more on competitions below)
- 2020 Road racing calendar is up!
- Scott Set up 10 lifetime memberships; Awaiting final list of goodies.
- Insurance: NABRA renews March 1; OBRA renews in Jan. Insurance will go down; Some promoters are not getting their certificates early in the year (USAC); Called agent to discuss any issues with being able to get coverage
- Reviewed Financials: Continue to be in a good financial position.
- OBRA Annual Meeting and Banquet set for Jan. 18: 2-5 Rules meeting; Party at 6pm

5. Marketing (Joel)

- Junior services wrapped up.
- Tonkin and Sellwood working on prizes to be delivered at OBRA Banquet
- Talked to Castelli about partnership in 2020; Looking at areas and proposals, including Jerseys, sponsoring prestige series or Oregon cup; Also working on lifetime member kit!
- Going to CX Nationals: Helping with supporting juniors from OR, age racers, and elites; as well as capturing content to post on OBRA
- Content: Posted content stories on beginner CX; Posting racer stories with Alexandra Burton; Looking to extend into different disciplines. Focusing on Women's.
- Women's CX Categories: Women's specific time slots for 1/2 race; 45 minutes. Increased participation. Heard positive comments from Women.
- Promoters: Going into 2020, promoters to consider impact on schedule as it makes for a longer day (Steve)
- Crusade looking at time slots to see how they can support to even out categories. (Steve)
- Lifestyle changes, jobs, families impact memberships
- Finalizing and reactivating efforts for \$100 corporate sponsorships

6. Officials (Terry)

- Officiating schedule - need to redo.
- A lot of officials stepping up to do Chief Referee but it's typically the same folks. Will need to address as to avoid issues with retention of those officials. There was a group of about 20 officials that were doing most of the work.

- Increased team membership to give a bonus to officials.
- Lost some officials on the transition to Google groups
- Will look to do more Officials Training: Officials Chief Refereeing Road races is a challenge

7. Competitions (Catherine)

- Website: Still in need of an interactive webpage. Streaming feed, etc.
- More people are submitting home page photos.
- 2020 calendar up! Earliest we have ever done this! Not many time conflicts
- Icebreaker got pushed out by a week... with potential conflict with POC and Independence Valley; Walla Walla shifted because of Easter. Promoter considering POC on Sunday.
- Webpage: Needs to be updated group rides to start to get racers in shape
- BAR: Director of Competition will be taking over the BAR; Reviewed BAR survey results to date; Survey still open. Results point to potential to generate interest and revive competition; Bottom Line - need to restructure the BAR; Working on ideas to with upgraded web presence - making it more interactive; allow for scenario planning; make BAR calculations live and accurate; put it on the home page; ask promoters to help get the word out; explain to promoters how the BAR works so they can help promote.
- Planning to doing surveys around Champs, Women's Races, Oregon Cup

8. Equipment (Chuck)

- Fixing front end of yellow truck
- Buying more tents
- Alpenrose - we have two years of storage; meeting in late 2020, early 2021 to figure out next steps.
- Tony/Kevin inventorying equipment
- Trailer in Eugene - Chuck picking up.

9. OBRA BOD Officers (Saul)

- Previously adopted Bylaws changes added need for officer positions. Currently open: VP, Secretary, and Treasurer.
- Saul to work on identifying BOD members to take this positions.
- Treasurer should have a financial background to help review financials

No new business

Meeting adjourned