

# 2021 Q2 Board Meeting

## April 20, 2021

### BOD & OBRA Staff Attendees

- Steven Beardsley, Stacy Westbrook, Serena Gordon, Karsten Hagen, Clint Culpepper, Christy Hawkins, Julie Ann Smith-Simonsen, Nissy, Cobb, Saul Lopez
- Chuck Kenlan, Joel Fletcher, Terri Camp, Jen Featheringill
  
- 6:00 - 6:05: Check-in and Intros (Steven)
- 6:05 - 6:20: ED Report and financials + Questions (Chuck)
  - Highlights
  - PPP loan - \$27,000, will move to uncategorized income in November and will move from liability to income
  - Looking at raising \$3,500 in revenue by JR Committee
  - Serena
    - Opportunity to market in FA to drive cash around CX Season.
  - **Follow Up: BOD Approved budget via email communication**
- Bone Crusher Race Update (XCO Format)
  - New racers coming aboard
  - New race and promoter appreciated OBRA involvement
  - Leveraging 20 MTB bikes to introduce riders/kids from Warm Spring into mountain biking.
  - Learnings
    - Make sure that all laps cross the finish line
    - Provide A-line and B-line options. A-line with technical features would help prepare riders for how races across the country take place
- 6:20 - 6:30: Membership Update + Questions (Jen)
  - As of today, 1000 members in 2021, lower than LY at 1100
  - Have tons of new members, however, need to focus on prior OBRA membership renewals
  - **Follow Up: Retarget lapsed members to renew membership in 2021 ( Joel Fletcher)**
- 6:30 - 6:40: Officials Update + Questions (Terri)
  - Working with Clara to do training in Eugene
  - Working on getting Baker City staffed... most officials are apprehensive until they have at least one vaccine
- 6:40 - 6:50: Marketing Update + Questions (Joel)
  - Defining marketing calendar on google to track executions, including race marketing
  - Targeted messaging for old and new members, monthly
  - Highlighting members via newsletter
  - Working on new OBRA business members + advertisers (e.g. Spot insurance) + Sponsorship
  - Sending targeted emails to 1-day racers to convert to annual
  - **Follow Up: Can we form a tighter partnership with media titles? ( Saul Lopez and Joel Fletcher)**
  - **Follow Up: Doing an article/press release on our successful execution of races in OBRA? ( Joel Fletcher and Saul Lopez)**

- 7:00 - 7:10: Junior Committee Update + Questions (Christy and Joel)
  - Executing juniors camp in Hood River, Aug.
  - Working on jr fundraisers
  - Ian Brown accepted to USAC CX program
  - Sending Jrs to race in Utah this weekend
  - Jrs taking over FireCracker ride + putting together a hand book on how to start a jrs team (Christy)
  - Can we create communication for getting kids into racing for Christy to share with parents ( Joel Fletcher )
- 6:50 - 7:00: Equipment Update + Questions (Tony)
  - Dealing with the loss of Alpenrose... exploring options.
  - Need to find options within 6 months
  - Can we communicate to promoters what is available and update the equipment request form? ( Joel Fletcher )
- 7:10 - 7:20: DEI Committee Update + Questions (Stacy)
  - Co-chairs and exec committee will be putting a new call for members focusing under-represented groups; To be done over next couple of weeks
- 7:20 - 7:30: Competition Committee Discussion (Stacy)
  - Looking to reinvigorate the committee; new ways to make competition more exciting and fun.
  - Asking for volunteers to help - TBC Serena and Julie Ann.
  - Can DEI committee also provide ideas?
- 7:30 - 7:45: SafeSport Training and background check policy review
  - Should SafeSport remain internal policy or on admin rules
  - Promote free training resources - drive awareness - and that OBRA does recommend it
  - **Follow Up: Put together a press release to message OBRA's training and education on SafeSport and encourage teams to go through the training - list out training, specifically for juniors, coaches, and athletes. ( Joel Fletcher)**
- Velodrome Updates
  - Kicking off conversations, however, a large task
  - Performing due diligence to identify how we can get land for this to be built and developed
  - Will look to follow up with Portland Parks
- 7:45 - 7:50: Closing
- 7:50 - 8:00: Executive Session