

**Velo Club La Grange  
Board of Directors / Club Meeting  
June 30, 2010**

Present, Board of Directors: Marco Fantone, Tom Byrnes, Richard Kim, Marc Thomas, Jay Slater, Stu Press, Claude Innocenti.

Absent: Dan Weinberg, Duncan Lemmon.

Present, La Grange members: Seanne Biggs, Trent MacLean, John De Rago, Tom FitzGibbon, Joe Camacho, Alex Amerri, Jennifer Klausner, Kevin Holt, Neil Leventhal, Tom Hill, Howard Krepak, Tamar Toister, Larry Goodman, Heather Baroff, Bob Festa, Sheridan Bentson, Todd Larlee.

Guests: Cynthia Rose and Bryan Beretta of Santa Monica Spoke

Marco Fantone called the meeting to order at 7:05 PM.

Minutes of last May Board meeting approved.

**Raymond Fouquet Brentwood Grand Prix Update:**

Jay Slater: Permits underway with city, cost to LG approx. \$8-10,000. Bill Rosendahl's office to authorize a 50% rebate of City charges after event A portion of any LG profit would go back to city if they give us a rebate. Local business signatures collected were approximately 65% of merchants on race route (51% required) and sent in to Permits Office. Repaving status: Dave Fletcher will look at the problem spot: Barrington and Gorham. Hope to lock in route by July 8<sup>th</sup>.

Tom Byrnes: Race insurance is being worked on with City and USA Cycling.

Tom Byrnes/Sheridan Bentson will be handling the volunteers. We have had a number of members already offering to volunteer, official call to go out shortly.

Neil Leventhal is working with Mayor's office and Governor's office to attend the event. After School All Stars (ASAS) the Gov's charity is to be included for the event. Voler is making 3 extra jerseys to be signed and raffled off and all funds raised will be donated to ASAS. Goal: Have the children from ASAS there to watch races and introduce them to cycling.

**Scott Bleifer Fund:**

Howard Krepack addresses the BOD with the concern that we haven't yet started to use the fund for its intended purpose. Proposes a separate committee for the administration of fund to include at least two VCLG BOD members, Scott's sister, and others to create the template for which the Fund will operate. Members will include Jay Slater, Tom Byrnes, Howard Krepack, and Karen Bleifer.

### **Sponsorship Report and Presentation:**

John De Rago stresses need to create a business like approach for sponsorship. Branding and marketing to potential sponsors to be done at a professional level. Goal is to build on our current sponsors and plan future sponsorship of club in line with the club's goals. Copy of Power Point presentation attached to hard copy of minutes.

**[Sidebar - Clothing Update:** The club will be using Voler to distribute clothing for this Fall's order. Velowear will supply non-signature clothing and accessories. La Grange will not be the middleman of the process any longer Members can order directly from the companies via their website.]

John proposes building closer relationships with our key sponsors. We need to be involving the racers that are directly benefiting from the program. We need to leverage our members to bring in contacts to the club for sponsorship.

We will have a hospitality tent and staff it at the RFBGP. Invite all sponsors and VIP's to the tent. Neil is also working with John on this. (Brian Pera is spearheading the Expo area)

Discussion of sponsorship issues will be taken up with committee and brought back to BOD. Stu Press expresses frustration with Bontrager not fulfilling their sponsorship commitment. Sponsorship committee to address and bring resolution back to BOD.

**Jay Slater:** Discusses the creation of the committee system for working on issues and goals, and bring back pertinent info or needs for BOD approval. This system will take a large amount of work off the BOD shoulders and will provide the membership direct involvement with the work of the club by volunteering to be on the committees.

### **Race Report and Budget:**

Stu reports lag time for reimbursement of expenses for himself and Amy Hutner as team leaders for the elite men and women teams. Claude will look into the idea of having a corporate credit card to solve the problem. We are on plan for the year against the budget for the racing teams.

### **Club Member Survey Update:**

Larry Goodman needs direction from the board for goals and questions to be included in the survey. Group will be put together to hammer out the questions. When ready the survey will go out on Google docs for member participation.

Larry gives a brief update on the idea of creating a VCLG Century. Duncan Lemmon, Larry, and Tom Hill met to look at what would be required and the possible route for such a ride. Insurance issues, permits and logistics were discussed. A committee will be formed to work on the idea for 2011. Jennifer Klausner (Executive Director of LACBC) in attendance at the meeting can also offer some advice.

Tom FitzGibbon interjects with ride/event that would work with Silverado Senior Living (club sponsor). They may want to participate with LG Century? Also need for a separate event that we need to do with them. Part of their sponsorship fee was intended to be used for such an event.

Tom Byrnes, Tom FitzGibbon and John De Rago are going to put together a plan to include the Grandmasters team to help put on event for SSL.

#### **Membership Committee Update:**

Marc Thomas moving ahead with electronic membership forms and information. Once a month meet and greet with new members. Goal is to introduce LG to new members and form bonds to create vested interest in club events, growth, and management.

Tom Byrnes and Tom FitzGibbon looking at legal validity of electronic waiver submission.

Tom Hill brings up the availability of free advertising in local publications as a way to get exposure for the club.

#### **Website:**

Richard Kim lists website stats. Currently we average over 3500 unique visitors a month. Most popular page is main page, then Rides, Racing, and Race Results. Jay Slater recognizes Richard for his work on the website. Rider profiles, articles, stories, media are being added to the WordPress site.

RFBGP site is being updated as 2010 info trickles in.

Major goal of main site and WordPress site is to tell the many stories of La Grange, past, present and future.

#### **La Voix:**

Seanne Biggs discusses La Voix. Alex Amerri is signing on to help with layout and publication of next issue of La Voix. Target date of next issue under new format is before RFBGP on August 8.

**Treasurers Report:**

Claude Innocenti distributes the P and L sheet plus overview of 2010 expenditures. Needs a separate budget for RFBGP to incorporate with the club budget.

**Introductions:**

Jennifer Klausner, Executive Director of LACBC. Jen wants to forge a first time ever bond to all local cycling clubs and groups with LACBC to create a large political voice to advocate for all cycling. Goal is to forcefully help set public policy in LA County to improve cycling safety, assess to streets and education of both cyclists and motorists. She wants to use La Grange as a starting point to create these ties.

Cynthia Rose and Bryan Beretta of Santa Monica Spoke, a local chapter of the LACBC, were also on hand to encourage joining political forces to create change. Sharrows on 14<sup>th</sup> street were mentioned as part of the local effort to create cycling awareness.

Marco Fantone closes meeting at 9:45pm.

*Next Meeting set for July 28, 2010 at 7 PM at the Yahoo Center.*