

La Grange Board of Directors Meeting  
August 31, 2010  
Yahoo Center  
Santa Monica, CA

Meeting called to order at 7pm

Board Of Directors: Marco Fantone, Richard Kim, Jay Slater, Stu Press, Tom Byrnes, Claude Innocenti, Dan Weinberg, Marc Thomas.

Memberships/Guests: Bob Rasner, Greg Oakland, Seanne Biggs, Dave Gingrich, Alex Amerri, Aram Gogonian, Dave Lieberman, Brian Pera, Nir Tal, Susan Gans, Joe Camacho, Joe Pugliese, Boris Starcevic, Heather Baroff, John De Rago, Tom FitzGibbon, Skylar Nelson, Rob Langone, Drew Kogon, Jennifer Klausner, Larry Goodman.

Marco Welcomes Members and Guests.  
Members and Guests asked to sign in.

Minutes of Meetings Approved from June 30<sup>th</sup>, 2010

**Sponsorship Committee:**

John De Rago Hard copy handout for current and potential sponsors given to BOD. John recaps sponsorship committee meeting from Monday Aug. 30<sup>th</sup>, 2010. John discusses need to create a singular budget that comprises both cash and products for the club itself. Once in place then the BOD can allocate funds for racing, BGP, social activities, etc. instead of courting sponsors for specific needs i.e. the Brentwood Grand Prix.

John discusses goal of creating a total budget that will be put into pie chart form for both income and expenses, posting on website for membership viewing. A total comprehensive budget is a primary goal. As it stands now we do not have an operational budget. The sponsorship committee will continue to work on 2011 potential sponsors.

Joe Camacho asked BOD to recognized need for a totally comprehensive operational budget to be in place in order to determine club expenditures and overall goals for La Grange. Currently no operational budget exists.

Richard Kim discusses a meeting that Richard and Neil Leventhal had with Jim Shanman of Asylum Design. Asylum will present three proposals to create a sponsorship deck and branding for La Grange.

Stu Press passes out 4 proposals from equipment sponsors. He has been trying to get sponsors that will ultimately build a complete bike, both in terms of elite racers and pro deals for product (i.e. 40-60% off for membership at large).

Stu Press put together four bike deals for the upcoming 2011 season. Hard copy handouts attached. 1. Helen's/Cannondale 2. Ritte Bikes (Dave Lieberman, representative in attendance) 3. Cruz Industries 4. Serenity Bicycles

Multiple discussions about various methods on how we can arrive at getting bikes both in terms of sponsored bikes for elites and deep discounts for membership at large. Discussions about free vs. discounts. Frame sets vs. built bikes and pro deals for components. Trying to determine memberships needs, racers needs. Enlisting Joe Pugliese to represent Cat 3,4,5 teams on their wishes for pro deals and bikes. Stu Press is concerned about pro deals that would not only benefit the racing program, but also benefit all membership.

This discussion lead to discussion of agreement that the Club needs a sponsored bike shop. Discussion included Jay Wolf/Helen's meeting with Stu Press and Marco Fantone. Jay is reluctant to support La Grange as a club if we do not continue with Cannondale. Stu and Marco, as well as racing and non racing members voiced their opinion that Helen's has not lived up to their commitments for the past 2 years regarding pro deals with discounts that will compete with on line discounts anyone can find on the internet.

Plan: 7 days to finalize all proposals. Plan A: Helen's plus Cannondale, Plan B: Consider all other bikes deals, plus find another bike shop that can support the Club.

#### **Clothing:**

John De Rago. Fall clothing order, due September 10, 2010. No change in design. Added off bike clothing being offered. Major 2011 order coming due in November with delivery in January, 2011 before racing season starts. Joe Pugliese lets the BOD know that the lower cat guys do not like the current kit design and that any changes that can be made to make it more appealing would be greatly appreciated.

#### **Race Report:**

Stu Press. Year going well. On budget for the most part. Most elite racers are returning for next year.

#### **Survey Report:**

Larry Goodman discusses the survey being complete. Stu strongly opposes the question about racing funds and how they are distributed. Approved by vote to be send out immediately. The racing funds questions to be amended first.

#### **Membership:**

Marc Thomas. New member meet ups to continue. Membership application to go totally electronic. Vote taken for electronic application to be approved. BOD votes aye. Still do not have an accurate head count of current membership. Marc is working on getting a master database that is accurate.

#### **Website:**

Richard Kim passes due to time limitations.

**La Voix:**

Seanne Biggs passes due to time limitations.

**Piuma Hill Climb/Picnic:**

Richard Kim. Set to go with volunteers. We have 45 signed up 3 weeks out. Still waiting for Rick Friedman to get insurance form in for catering, we haven't locked in the park for picnic. Considering....Rustic, Westwood Parks  
Claude will not be here to collect money for picnic. He will be out of town. Heather Baroff to coordinate picnic volunteers and collect money.

**BOD election:**

Jay Slater. The 4 seats open for election in November per new bylaws are Dan Weinberg, Marco Fantone, Claude Innocenti and Duncan Lemmon (already resigned). Anyone is open to put his or her name in for election. After the 4 seats have been filled, the BOD meets for internal elections of BOD officers.

**Treasurer's Report:**

Claude Innocenti. No news to report.

**Misc Business:**

Stu Discusses Victor Ayala's ER after crashing at Dana Point Grand Prix. Stu paid \$2800 to the hospital while under the impression that Victor's Mexican health insurance would pay. Victor's insurance denied all but \$200.00. Stu paid without prior authorization to cover Victor's ER visit. USAC will not cover now, as it is past the statute of limitations. BOD vote, 7 ayes, 1 abstains to cover 50% of what wasn't covered by Victor's insurance which covered \$250 of the \$2800 which amounts to \$1275 as a one-time expense pending copy of the receipts.

Claude Innocenti points out his reservation about the elite teams cost at the expense of not engaging lower category racers. He would like to see more support thrown to up and coming racers to guide them through to elites.

Joes Pugliese states the need to connect the 3,4,5's with the elites. The 3,4,5's don't feel that the club necessarily supports these racers up thru the ranks. They feel disconnected and that race program is focused primarily on the elites.

Jay Slater comments that we did not have one complaint from the businesses or residents regarding the BGP. Nancy Friedman, President of the Brentwood Community Council loved the BGP. Great Job.

Tom Byrnes notes that he, Howard Krepack, Jay Slater and Karen Bleifer met to set up a working BOD for the Scott Bleifer Scholarship Fund.

Meeting Adjourned at 9:50 PM.

**\*\*\*\*\* Note – Next Board of Directors Meeting – Wednesday, September 29, 2010**