

La Grange Board Of Directors Meeting
September 29, 2010
Yahoo Center
Santa Monica, CA

Meeting called to order at 7pm

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

Memberships/Guests: Heather Baroff, Tom Byrnes, Joe Camacho, Mark Capalbo, John De Rago, Joseph Eby, Dave Gingrich, Tom Hill, Drew Kogon, Michael Morgan, Brian Pera, Stuart Press, Joe Pugliese, Don Ries, Tamar Toister, Trent Walgren

Marco Welcomes Members and Guests.

Members and Guests asked to sign in.

Minutes of Meetings Approved from August 31st, 2010

Sponsorship Committee-

John Derago reported meetings with potential sponsors. He met with orthotic company Bauerfind. Also going to meet Sunday with representatives from Kaiser. John suggests we propose to Kaiser to stage a fund raising ride to raise money for some cause Kaiser cares about and in the process raise some money for our club.

Stuart Press has talked to Sanuk about sponsorship. He also discussed his fruitful day at Interbike where he engaged in discussions with various manufacturers of bike accessories (Richey, Shimano, Zipp and SRAM) regarding building up team bikes. It would cost about \$500 per bike to build up the team bikes the way we want. We would then own the bikes. Each rider would ride the bike for two years and then have the option of buying the bike for the \$500 cost. The upfront cost for 14 bikes would be \$7,000. He also talked to Fizik and Speedplay about sponsorship deals. Bontrager is supplying tires and tubes to the race team but is not offering a pro deal to club members.

Dan Weinberg reported that the Cannondale order went in today. There were 16 bikes ordered for the elite team and about 40 orders from club members.

Joe Pugliese unveiled the new bike design with is a dark blue with white accents and writing and red and white accents on the top tube by the LaGrange logo to represent the French national colors and LaGrange's heritage. The picture will be posted on the web site.

Clothing-

John De Rago reported that the fall clothing order closed last Friday. There were 96 orders which totalled about \$26,000 retail. There were about 40 "off the bike orders." Delivery will be November 14-19 by Priority mail. The winter order will probably be online but Voler will not deliver directly.

Richard Kim discussed updating the French National Champion design.

Membership-

Marc Thomas reported that we have 50 new members with 10 in the last week. Today was the first day that members could sign up on the web, and our first member to sign up today is at the meeting tonight.

We also had our second New Member Meet Up and about 40 people showed up. It was suggested we move the event around to different businesses who might give us a deal, and maybe Manhattan Beach to accommodate members who might live South.

There is a web calendar that is being added to the web site in which members can add events and post rides. This is currently in beta process. There was a lengthy discussion on the club offering multiple level rides so those riders who aren't as fast can also participate in club rides. This new calendar would facilitate people inviting others to ride at their own level. There was also discussion about rating rides, either by average MPH on flat roads, such as 15 MPH or 18 MPH, or labeling rides A, B or C levels.

Marco Fantone requested assistance with sending out the new member packets. Contact Marco.

Richard Kim wants other members to share leadership of the so-called Newbie rides, which are not really for beginners but advanced intermediates. In addition, there was agreement that the elites/racers should lead an occasional club ride.

Website and La Voix-

Richard Kim reported that there was a big spike in web hits recently, probably due to Piuma. Richard wants membership to post their experiences to the blog on the web and is requesting assistance in converting some of the club emails to the blog which would require some editing and proofing. The goal for the website is "content integration."

The next LaVoix issue will be end of October.

Race Program Update-

Stuart Press reported that Freddy Cruz is leaving the team to join the Garmin development team. Eder Frayre placed 39th in the world in the Under 23 time trial racing against the likes of Taylor Phinney. We got a few A racers. Stu will be sending an introduction of the race team probably

to be integrated in LaVoix. We are getting a solid Masters road/crit team which will be organized by Armin.

We are also in need of a racer to head up our Junior/Under 23 team. There was some discussion of the proposal from Steve Cohen to bring us junior cyclists.

Stu also presented a draft of a letter from the Board to USCF/USAC regarding the friction between those organizations and CBR which has been picking up the slack in Southern California where we have so few USAC sanctioned events. Our racers are being penalized in that USAC does not recognize their CBR races for upgrade purposes. It was decided that phone calls should be made instead, Marco and Stu will call the officials we know and ask them what's going on.

BOD election-

Jay Slater presented the time line for the elections which was approved by the BOD. It calls for elections to conclude by November 15 so the new board members can be present at the November 17 meeting. Jay would like the same club members who audited the election last year to perform the same function this year since it went so well. They are Alan Eskovitz, Susan Gans, and Rob McCulley.

The 4 seats open for election in November per new bylaws are Dan Weinberg, Marco Fantone, Claude Innocenti and Duncan Lemmon (already resigned). Anyone member in good standing 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.

Club Banquet-

Claude Innocenti will be out of town in November and will not be able to coordinate this event which is scheduled for November 7 at the Marriott, following the club photo and the President's ride. Heather Baroff, Tom Byrnes, John De Rago and Jay Slater will coordinate the event so that it moves quickly and be entertaining. There was discussion of putting together a slideshow of pictures from club events of the past year. Helen's will contribute some items for a raffle.

Treasurer's Report-

Claude Innocenti reported that the club picnic cost the club \$3,800 vs. ~\$2500 last year. Overall, the club has lost money on the picnic, Brentwood Grand Prix and the racing program. Our expenses are up, our earnings are down.

Kahala owes the club \$20,000 for the prior sponsorship agreement.

The club feels Helen owes the club approximately \$5,000 for missing bikes, including Coryn Rivera's bike which was never recovered. Helen's has offered to settle for \$2,000. There was a vote to accept the \$2,000 offer, all voted yes except for Dan who abstained.

Membership as of today is 483 including the checks submitted today.

We still need to create a budget for next year.

We still need to discuss a credit card for the race program.

New Business:

Trent revisited the idea of formalizing the multiple level of rides. The proposed rating system is A, B, C. It was suggested that if cyclists put together rides, they rate their own rides. Joe volunteered to create the rating system. It was repeated that the interactive calendar on the web site will allow members to create and rate their own rides so that riders of all levels can seek each other out.

Next meeting scheduled for October 27, 2010.

Meeting Adjourned at 9:30 PM

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