

NORTHERN CALIFORNIA VELODROME ASSOCIATION
BOARD OF DIRECTORS MEETING
December 8, 2011
2475 Hanover Street, Palo Alto CA

Pursuant to notice duly given, a meeting of the Board of Directors (the “Board”) of the NORTHERN CALIFORNIA VELODROME ASSOCIATION, a nonprofit California corporation (the “NCVA”), was held at 2475 Hanover Street, Palo Alto CA at approximately 7:05 PM.

Board members Peter Bohl, Cindy Glass, Elizabeth Hernandez-Jones, Steve Jones, Dave McCook, Sam Milroy, Cathy Morgan, Jay Parkhill, Mark Rodamaker, Dan Smith and Michael Wesley were present in person. Mr. Jones acted as Chair of the meeting and Mr. Parkhill acted as Secretary.

1. Approval of Minutes

On motion made, seconded and unanimously carried the minutes of the November 11, 2011 Board meeting were approved.

2. Treasurer’s Report

Ms. Glass presented an overview of the NCVA’s recent financial activity, including donations and wall sponsors. Board members asked numerous questions and discussion followed. After such discussion and on motion made, seconded and unanimously carried the Treasurer’s report presented by Ms. Glass was approved.

3. Logo

The Board then turned to selection of a logo for the velodrome. The Board discussed the county’s approval requirements as well as promotional and other considerations influencing the choice of a logo. Following such discussion, Board members voted among all the options presented and selected the logo identified below, submitted by Mike Ash.



The Board authorized Mr. Jones to seek approval from the county of the new logo, and upon receipt of such approval to communicate the logo selection to the NCVA community.

4. Capital Improvements

Mssrs. Milroy and Jones briefed the Board on a meeting they attended with Ian Sierchio and other county officials regarding potential improvements to the track. They explained that they discussed the range of improvements the county would consider and might approve. The next step is to develop a set of options consistent with that range and submit it to Santa Clara county officials. If approved, the NCVA could expect any improvements to be made in a 7-10 year timeframe. County

officials noted that the NCVA's infield improvements conducted in 2006 were done with county discretionary funds, so the NCVA would be low on the priority list for some years to come.

Mr. Sierchio also recommended certain approaches that would be likely to help win a bid, including emphasis on health benefits, kids' programs, community involvement (including the support of local supervisors) and safety issues.

Mssrs. Milroy and Jones noted that any plan would likely require a significant fundraising effort by the NCVA community to pay for aspects of improvements the county would not cover, such as engineering fees.

5. Website

Mr. Parkhill provided an update on the ridethetrack.com website redesign and the creation of a results database. Both projects require Board-approved expenses. Following discussion and on motion made, seconded and unanimously carried it was:

RESOLVED, that the NCVA be authorized to spend up to \$1,000 on website redesign work;

RESOLVED, that Mr. Parkhill be authorized to research the feasibility and specifications for a results database, with an estimated total project cost of \$2,000.

6. Sponsorship

Mr. McCook updated the Board regarding discussions with Zavvy.com, a printing company that had offered to print wall signs at a discounted rate consisting of a 20% credit from each printed sign toward future sign printing services. They had also offered to sponsor leaders jerseys for the season points series. In exchange for this sponsorship they requested a wall sign at the track.

Mr. Jones also reported that new sponsor Needham Kepner & Fish LLP had agreed to buy two wall signs.

7. Track Scheduling

Mr. Jones updated the Board regarding race scheduling for 2012, which is planned to include Tuesday night racing beginning in April, Wednesday racing beginning in May and Friday night racing between June – August. Results from all of these events will be tabulated in a season-long points series. A masters racing series is also being planned for Saturdays from May – August.

8. Adjournment

There being no further business for discussion, the meeting was adjourned at approximately 8:40 PM.

Jay Parkhill
Secretary