

**NORTHERN CALIFORNIA VELODROME ASSOCIATION**  
**BOARD OF DIRECTORS MEETING**  
October 27, 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 7:00 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 September 15, 2011 Board meeting were approved.

**2. Treasurer’s Report**

Ms. Glass presented an overview of the NCVA’s financial history during 2007-2011, including major sources of income, expense and other key facts. Extensive discussion followed regarding operational and financial goals for the NCVA in the next year and beyond.

**3. Sponsorship**

Mr. Jones presented a proposal to revise the terms for sponsorship through placement of wall signs around the track perimeter. On motion made, seconded and unanimously carried it was:

RESOLVED, that each 3x8 foot space on the wall around the track be sold for \$600 per year, plus the cost of creating a banner, that all proceeds should go into the NCVA’s general operating account, and that each sign be sold on an annual basis from January 1 of each year.

**4. Replacement of Rental Bikes/Sale of Old Equipment**

Mr. Jones then discussed the state of the NCVA’s rental bike fleet. The NCVA’s rental bikes are aged and do not use uniform parts across the fleet, making maintenance difficult. Mr. Jones explained that Fuji was willing to sell new track bikes to the NCVA for \$275 each. Mr. Jones proposed that the NVCA sell off most or all of the rental fleet and other stored equipment, and obtain new bikes from Fuji. On motion made, seconded and unanimously carried it was:

RESOLVED, that Mssrs. Rodamaker, Jones and McCook review the bikes and other equipment, determine which items to sell and at what prices, and use the proceeds from such sale to purchase new track bikes from Fuji.

## **5. Testarossa Velodrome Challenge and Get Ready for Summer Series**

Mr. Jones then noted that Mark Altimirano has agreed to promote the Testarossa Velodrome Challenge and Get Ready for Summer Series in 2012. The TVC event has been scheduled for July 6-8.

Discussion followed regarding tentative plans for weeknight racing during 2012, along with a possible season-long points series and prizes for overall winners.

## **6. Outreach, Advertising and Marketing**

Next Mr. Jones described certain community outreach activities with Santa Clara County officials, as well as possible means of expanding the NCVA community through free radio and TV advertising made available to 501(c)(3) organizations and at road races in the district.

Ms. Hernandez-Jones gave a presentation regarding additional ways to promote Hellyer Velodrome and increase the community of track racers.

## **7. Facilities**

Mr. Jones explained that Santa Clara County has a pool of funds it uses to acquire land and make capital improvements to existing county parks. Based on his discussion with county officials, Mr. Jones explained that the NCVA could apply to use those funds to make certain improvements to the track. The NCVA's lease with Santa Clara County requires that certain improvements be made by the NCVA, but that other improvements could be made with county funds, including changes to the track surface itself. Much discussion followed regarding the nature of improvements required to be made by the NCVA versus county funds, and a high level of the process for requesting significant improvements, potentially including an improved or rebuilt track.

## **8. Logo Contest**

Mr. Wesley proposed a contest to design a new logo for the NCVA. On motion made, seconded and unanimously carried it was:

RESOLVED, that Mr. Wesley be authorized to hold a design contest for an NCVA logo to run through November 30, to promote the contest inside and outside the NCVA and bicycle racing communities, and to offer a \$200 cash prize to the contest winner, which will be determined by the Board.

## **9. Junior Program**

Mr. Wesley then described outreach, training and beginner racing opportunities he has led for junior racers.

## **10. Adjournment**

There being no further business for discussion, the meeting was adjourned at approximately 9:05 PM.

*Jay Parkhill*

Secretary