

**NORTHERN CALIFORNIA VELODROME ASSOCIATION
BOARD OF DIRECTORS MEETING**

November 8, 2012
Hellyer County Park Visitors Center
995 Hellyer Avenue
San Jose, CA 95111

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 995 Hellyer Ave San Jose, CA at approximately 7:07 PM.

Board members Rich Allen, Beth Lubov Butrymowicz, Liz Reap Carlson, Michael Hernandez, Elizabeth (Bess) Hernandez-Jones, and Steve Jones, were present, in person.

Board members Peter Bohl, Cindy Glass, Jonathan Racine, Greg Tsutaoka and Dan Smith were absent. Mr. Jones acted as Chair of the meeting and Ms. Hernandez-Jones acted as Interim Secretary. All present confirmed that they could hear one another clearly.

1. Opening of Meeting

Mr. Jones opened the meeting by providing guidelines for the meeting’s structure.

2. Approval of October Meeting Minutes

Mr. Jones proposed the approval of the October meeting minutes. The motion for approval was made by Mr. Jones and seconded by Ms. Hernandez-Jones. The attending BoD members unanimously approved.

3. Treasurer’s Report

Mr. Jones proposed the approval of the Treasurers’ report (provided by Ms. Glass prior to the meeting). The motion for approval was made by Mr. Hernandez and seconded by Ms. Lubov Butrymowicz. The attending BoD members unanimously approved.

4. December 2nd NCVA Board of Director Retreat

Mr. Jones proposed that the BoD schedule a ½ day, offsite retreat. The purpose of this meeting would be to help with cross-committee collaboration, and solidify 2013 plans in advance of the December 13th regular meeting. It was decided that December 2nd was the most convenient date for most people. The meeting would take place in early afternoon and run for 4-5 hours at a convenient location. Location is TBD.

5. Committees

The following committees shared updates on progress and asks.

Sponsorship: Mr. Allen presented his draft sponsor plan and quick wins. He requested that we outsource of board/rail advertising. A motion for the BoD to approve the search for an Ad Sales role/

commission based role to sell advertising. The motion was made by Mr. Hernandez and seconded by Ms. Reap Carlson. The attending BoD members unanimously approved.

Marketing: Ms. Lubov Butrymowicz presented draft marketing plans for 2013. Key focus areas include Beginner/novice programs, Friday Night racing and the annual Velodrome Challenge. Several BoD members provided feedback. Ms. Lubov Butrymowicz was asked by Mr. Jones to share her budgetary priorities in the December meeting.

Infrastructure: Ms. Reap Carlson gave an update on the upcoming work party (Nov 17 and 18) and her discussions with key county personnel that she and the committee would be working with to improve the velodrome facility. Some considerations from Ms. Reap Carson to the BoD included: Potential need for porta-potties on the infield for the season
Identifying people who could do architectural renderings of Hellyer (for use by sponsorship, marketing and infrastructure). Jeff Remer and Mark Fairman were suggested.

Scheduling: Ms. Hernandez-Jones provided a brief update on goals of the scheduling committee, standards that will use to balance the 2013 calendar so that there are programs for the entire community, progress on populating the 2013 calendar and upcoming promoter 101 sessions to recruit for 2013. Several questions were posed by BoD members around solidifying key dates like Beat the Clock, district events, and HVC. Dan Smith has also agreed to help with this committee (at-large).

Supervisor: Ms. Hernandez-Jones informed the BoD that John Simmons has agreed to be the 3rd member of the committee. The supervisor agreement and guidelines are in the process of being updated and a “mentoring 101” session will take place in December to recruit new mentors/supervisors.

6. Meeting Schedule

Mr. Jones asked that each committee to come to the December 13th meeting prepared to present solid plans and include five (5) actionable items with timeline and funding that they will execute in 2013.

1. Adjournment

There being no further business for discussion, the meeting was adjourned at approximately 8:39 PM.