

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

October 18, 2012
Hellyer Park Visitors Center
985 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 the Hellyer Park Visitors Center, 985 Hellyer Avenue, San Jose, CA 95111 at approximately 7:00 PM.

Board members Rich Allen, Peter Bohl, Beth Lubov Butrymowicz, Liz Reap Carlson, Michael Hernandez, Elizabeth Hernandez-Jones, Steve Jones, Jonathan Racine, Dan Smith and Greg Tsutaoka were present in person.

Board member Cindy Glass was absent. Mr. Jones acted as Chair of the meeting and Mr. Tsutaoka acted as Secretary.

1. Minutes Approval

On motion made by Ms. Hernandez-Jones, seconded by Mr. Hernandez and unanimously carried the minutes of the September 20, 2012 Board meeting were approved.

2. Treasurers Report

On motion made by Ms. Hernandez-Jones, seconded by Mr. Hernandez and unanimously carried the October 19, 2012 financials submitted by Ms. Glass were accepted as presented.

3. Proposed Supervisor Committee

On motion by Mr. Hernandez, seconded by Mr. Smith and unanimously carried a newly formed Supervisor Committee (i.e. functionally like the Upgrade Committee) was formed. The Supervisor Committee was deemed to have three members with Ms. Hernandez-Jones (chairperson), Mr. Jones, and Mr. Tsutaoka.

3. Existing Committees

On motion made by Mr. Allen, seconded by Ms. Hernandez-Jones and unanimously carried an up to \$1,000 budget was approved for the Infrastructure Committees use to execute Volunteer Work Day(s) for improvement of items listed on the Infrastructure Committees "punch list".

Infrastructure Committee: Ms. Reap Carlson discussed the Infrastructure Committee's Volunteer Work Day(s) tentatively scheduled for November 10/11 and December; punch list items; and processes and procedures with the Hellyer maintenance and real estate supervisors. Mr. Jones stated a review of the Hellyer lease documents should be reviewed prior to detailed discussions with Hellyer maintenance and real estate supervisors.

Track Scheduling Committee: Ms. Hernandez-Jones, Mr. Allen, and Mr. Tsutaoka discussed the Track Scheduling Committee's goal of utilizing with a planning framework anchored by milestone events (i.e. Juniors, Elite and Masters track national events). The Track Scheduling further described their desire to coordinate events with LAVRA and to avoid conflicts with NCNCA. The Scheduling Committee further explained their dependencies on Supervisor Committee, Promoters, New Racer Committee and Marketing Committee. Mr. Jones stated the Hellyer / ATRA application requires description for marquee events like HVC and general racing schedule. Mr. Hernandez recommended the Scheduling Committee set two dates for promoter and club events: submissions by the first date getting scheduling priorities. Mr. Jones further stated a few traditionally scheduled events (i.e. Beat the Clock, Hellyer Day at the Park (closed velodrome), Human Powered Vehicle, and Masters State Championships).

New Racer Development Committee: Mr. Hernandez discussed the New Racer Development Committee's potential new programs including a Six Week Skills/Race Training Series; Beginner to Intro to Racing; Monday Night New Racer Training Series; and maybe something on Thursdays. Mr. Hernandez further noted his committee members includes Mr. Hernandez (chairperson), Mr. Allen, Mr. Borba, Mr. Cheetham, Ms. Hernandez-Jones, Mr. Jones, Ms. Reap Carlson and Mr. Tsutaoka

Marketing Committee: Ms. Lubov Butrymowicz discussed the Marketing Committee's integrated marketing communication program including establishing

marketing objective, messaging by audience, goals/measurements, and implementation tactics.

Hellyer 50th Anniversary Committee: Ms. Lubov Butrymowicz discussed the Hellyer 50th Anniversary Committee's idea of a month long celebration highlights marque racing and community events.

Sponsorship Committee: Mr. Allen overviewed the Sponsorship Committee's program including the goals maintaining existing sponsorships relationships, source and screen prospective sponsors, and focus on larger, broader market sponsors to increase recurring sponsorship revenue. Mr. Allen further asked for the Board and community for potential sponsor referrals. Mr. Jones volunteered to help screen prospective sponsors.

Upgrade Committee: Mr. Smith discussed the Upgrade Committee with Mr. Smith (chairperson), Mr. Hernandez, and Mr. Simmons as members.

Policy and Procedures Committee: Mr. Jones discussed the Policy and Procedures Committee noting the motorcycle permit and website backup as active projects.

Hellyer Velodrome Challenge Committee: Ms. Hernandez-Jones discussed the Hellyer Velodrome Challenge Committee focus on coordinating with other West Coast events. Mr. Jones noted date changes in an Alpenrose event.

4. Supervisor Complaint

Mr. Jones discussed a recent supervisor complaint. The board discussed said complaint and recommended the Supervisors Committee further analyze and make recommendations.

5. Meeting location/Winter Board Meeting Dates

Meeting location: Mr. Jones discussed potential alternative meeting locations. Mr. Allen stated a location with teleconference capabilities is desirable. Therefore the Hellyer Visitors Center is the meeting location for November and December Board meetings unless a venue change is published.

Winter Board Meeting Dates: Mr. Jones recommended November 8, 2012 (substitute secretary needed) and December 13, 2012 as Board meeting dates.

6. Adjournment

There being no further business for discussion, the meeting was adjourned at approximately 8:51 PM.

GREG TSUTAOKA

Greg Tsutaoka
Secretary