

2004 ATRA MEETING

1. AGENDA
2. NOTES
3. SCHEDULE
4. QUESTIONS

Web Page and email

USAC will host ATRA information

Mike is looking into having contact do website maintenance

New Email server set up

State of velodrome report

Alkek -

1. Partnership with local club to sponsor juniors program
2. Concrete is deteriorating – need \$\$ to fix – cost for foundation fix \$500k
3. When asking for grant utilize fact that permanent cycling facility
 - Learn cycling skills for safety.
4. Work with other ongoing programs
 - boy scouts
 - HS cycling teams
5. Staff Manual
 - Goals
 - Policies & procedures
 - Rider packet
 - Rules
 - PowerPoint presentation for track officials
 - Financial info
 - Flea Market

Alpenrose

1. Juniors program up & running
2. Owner of dairy passed away
3. Thursday night endurance – Friday night Sprint

Bloomer Park

1. NAS-Trac -6nights-
2. 6 Day
3. Madison is focus for Friday night
4. Ontario and Michigan state championships run together
5. Wed & Sat training races for riders
6. TV broadcast to 43000 viewers
7. 200-800 spectators each Fri
8. 16 kids bikes
9. goal is to get 5mil viewers
10. \$60 season pass
11. focus is on racing for crowd not prize \$\$

Kissena

1. Had lots of TV publicity for repairs
2. closed for a year – lost core riders
3. Tues night Messenger races
4. Wed A/B masters & women
5. Juniors program

Dick Lane

1. Closed by city
2. 20 year lease –
 - a. manage control and improve
 - b. Naming rites
3. Rider fund raiser \$250.00 - \$30K
4. 300 local people turned out for last night including city council
5. \$120k grant mostly
 - a. Greenspace mostly
 - b. EBay auction – donations
 - c. EBay – Grant \$5k
6. Permits on the way for construction
7. Opening in March???

7-Eleven

1. USOC have no idea how long the naming rites for 7-eleven goes on for
2. Rough year only 5 nights of racing due to rain
3. Capitol improvements – lights on hold
4. Successful Masters Natz

Ashville

1. Building program
2. Flooded after hurricanes
3. Built bridge to avoid entrance safety issue
4. On a city park
5. waiting for city park for help to move forward

Blaine

1. Need to improve press box and timing tower
2. Junior program is disappearing
3. Rider ship is up a bit
4. Women's division
5. getting small spectator turnout now
6. Looking into facility sponsorship – Home Depot

Kenosha

1. ATRA insurance has saved about \$2500
2. Rider ship up due to Northbrook closure
3. Junior program on Mondays 280 kids over weeks ages 2&up
4. Collegiate team
5. 30 bikes rented for the year @ \$100
6. Deal with local shop to order parts at cost
7. Office of tourism to get economic impact for riders attending
8. Lots of rain outs
9. Boy scouts, Girls scouts , High Schools, 4H

Northbrook

1. Resurfaced
2. Boards are being put up
3. Fundraising
4. During closure went to club meeting to put on presentation about track racing
5. Lots of press coverage
6. For collegiate Natz going to schools to make presentation

Group Health

1. 30 years old
2. Sponsorship for \$120k for 3 years
3. Downside only \$15k for racing program
4. Monday night training races
5. Beer garden nights – huge draw for spectators
6. Capitol improvement of \$100k after earthquake

Brian Piccalo

1. WCQ was bigg event for the year
2. 2500 rider days
3. 10 years old
4. Resurfacing
5. Charge for all programs – monthly fees
6. 800 meter crit track outside of veledrome

T-Town

1. Office has now been moved on site
2. Collegiate natz great event
3. Flea market huge \$\$ maker
4. Beer Garden
5. No international riders this year
6. Staff changes
7. Events is the way to go – not riders Madison cup, Keirin cup, etc.

USAC Report –Pat

1. USCF will not save your track program
2. Local programs, youth and grass roots is where to start
3. 10 step program

US Team Prep

US Team Support

USCF Elite Track Championships

Track Cycling Trade Teams

US Grand Prix Track Series – UCI

Velodrome Coaching Franchise USAC

Non-Elite USCF track Championship

Local Qualification for Nationals

Your Local Velodrome Racing Program

Developmental Cycling at Local Velodromes

4. District Championships used as qualifier for nationals
5. Hellyer Championships if not reasonable to schedule
6. One Day License????

Insurance

1. Going well no claims against policy
2. Representation on USAC/USCF board
3. Incorporate ATRA – 501c3

AVC Races

1. \$2000 min prize list
2. Track Championships

Drug Testing

Upgrading

1. Two Tier system
- 2.

Community Cycling

1. Jr Olympic Track Series – continue with current system
2. Going forward using qualifier for natz

National Development

1. Off the scope
2. Pat need's to know what our program is

Fundraising

Northbrook

1. \$440k for resurfacing
2. Legends race as fundraiser
3. Create fundraising board
4. Spread out the work – Pick bits and pieces for your people
5. USCF list of local riders

Dick Lane

1. Last night fundraiser \$5k
2. Ask racers to give \$250 each
 - a. Compare to health club fees
 - b. Refund if project not completed
 - c. Raised \$20k this way
 - d. 5 riders @ \$1000
3. Got cost estimate
4. Corporation sponsor not interested unless national program
5. Researched grants
 - a. Show that are a credible program
 - b. Show that successful

- c. Keep applying

- 6. Target people with \$\$
 - a. Matching grants
- 7. Got grant but have to keep raising money to match
- 8. Atlanta projected to be 4th largest metropolitan in 20 yrs
- 9. Veledromes are ugly- make better presentation
- 10. Grants
 - a. Research
 - b. “place matters”

Officials Training

- 1. New developmental program for training officials – A, B, C
- 2. As our program offer officials clinic
 - a. Do it during training races
 - b. Recruit from development classes
- 3. Develop officials

NAS-Trac

- 1. National Association of short tracks
- 2. Focus is on entertainment
 - a. TV
- 3. Funding source for plan

4. 6 Fri nights- televised locally on PBS
 - a. Spectator racing on Fri
 - b. Riders racing on Wed
 - c. 2hr program is to long - 1:45 is best
 - d. No prize money no entry fee
 - e. Create local stars
 - f. 100 mile radius
 - g. Team races out the selling point
 - h. Director controls the program and the Teams
 - i. Request for PBS to Broadcast to satalite – request your local PBS to show
 - j. US 6-Day Championships in Aug Pay \$200 for 2 riders for travel

New Business

Insurance

1. Motor Pacing not covered for non owned motor through ATRA insurance
2. recommend owner of motor have Reg-License-Insurance

Next Years Meeting

1. Oct 21-22 LA

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