



**WI/IL Cycling Association  
Board Meeting  
December 4, 2024  
Minutes**

**Board Members Present:** Dane Luhrsen, Preston Hamilton, Richard Kreutzfeldt, James Pirzyk, Robert Lundberg, Gail Kocher

**Board Members Absent:** Michael Kurtz

**Invited Guests:** Suzi Berner

Call to order 6:35 p.m. Central time

1. Formally approve Gail Kocher to join board for remainder of Doug Peterson's term as Secretary
  - motion to approve Preston, 2nd Jim
    - no discussion
    - 0 disapprovals, 0 abstentions
    - motion passes
2. Approve [Nov. 11, 2024 minutes](#)
  - motion to approve Preston, 2nd Jim
    - no discussion
    - 0 disapprovals, 1 abstention
    - motion passes
3. Proposal to adopt formal term limits for board members
  - Current terms - calendar year
    - Expire end of 2025:
      - Secretary - Doug (Gail)
      - Vice President - Preston
    - Expire end of 2026:
      - MATTS Director - Jim
      - President - Dane
    - Expire end of 2027:
      - Director at Large - Bob
      - ToIL/WI Director - Michael
      - Treasurer - Richard
  - three year terms
  - retain on calendar year
  - hold elections in November

- need a process including a nominating committee
- Motion to approve formal terms as noted above Richard, 2nd Jim
  - discussion clarified existing expiring as above remains to ensure continuity in the event people roll on/off
  - 0 disapprovals, 0 abstentions
  - motion passes
- Tabled for a future meeting whether to hold elections via contest or have nominating committee recommend an uncontested slate to the Board

4. Finalize date/location for secondary awards pick up

- Proposed: Saturday, December 14
  - 2 – 4 p.m. Central time
  - Prairie Path Cycles, 27W181 Geneva Road, Winfield, IL 60190
- Bob, Dane and Suzi planning to help

5. High level updates from each of the committee leads on high priority initiatives for 2025 season

Communications/Community Building

- Michael (Lead), Suzi/Dane (Support)
- See Appendix A for written report
- #2 Moderators
  - TT - Jim
  - Road - Michael
  - Women's - Gail, Suzi

Schedule/Scoring/Races

- Michael (Lead), Bob/Jim (Support)
- See Appendix B for written report
- #1 Simple Scoring Recommendation:
  - Motion to approve recommendation Jim, Preston 2nd
    - discussion - 1 pt for starting but DNF
    - 0 disapprovals, 0 abstentions
    - motion passes
- #2 Table automating posting standings weekly into 2025
- #4 Race schedule assessment
  - for future year,s look into promoter meeting and bid for dates, target for 2026
  - Bob has tentative 2025 schedule, will share but needs ToIL, no changes to 2025 identified
- #6 Publish schedule earlier
  - need deadline for when promoters have on bikereg

Promoter Support/New Promoter Recruitment

- Dane (Lead), Richard (Support)
- Develop a promoter handbook –
  - Template identified. Customization to WI/IL in the works. Will send draft for review in next couple of weeks.
- Match clubs, promoters, volunteers –
  - XXX is interested in partnering on Kankakee TT. Robert Kuttler is open to discussing. Will get them together.
  - Have id'd the top five participating clubs in our events

- ABD
- EMC2
- xXx
- PSMET
- INTENT
- Also Christian Cycling Club
- Will reach out to all to see if they would promote or partner on a race
- Will reach out to promoters to confirm their interest

#### Northbrook Event Growth

- Richard (Lead), Dane (Support)
- Planning for Aug. 23rd
  - Will need to negotiate fee again
  - Bob will look into Kenosha as backup and get info
  - Publish as limit of 70 participants
  - Use Dane's tri community contact to bring in more people
  - Suggest looking into Kenosha as a Sat and couple with Bong or another in that area for Sun

#### Promotion/Race Day Enhancements

- Suzi (Lead), Dane (Support)
- Tweek TT start times by category to allow for people to stay around for awards
  - Suzi created a starting point:
    - 9:00 - 9:20 a.m.: Pro Men 1/2/3 - 20 min
    - 9:21 - 9:36 a.m.: Pro Women 1/2/3 - (15 min)
    - 9:37 - 10:02 a.m.: Men Cat 4/5 & Men's Master 40+ - 25 min
    - 10:03 - 10:23 a.m.: Women Cat 4/5 & Women's AG 50+ - 20 min
    - 10:24 - 10:44 a.m.: Mens AG 50+ - 20 min
    - 10:45 - 11:00 a.m.: Women's AG 49 and under (15 min)
    - 11:01 - 11:26 a.m. Men's AG 49 and under - 25 min
    - 11:27 a.m.: End all Junio racers and 2nd race
  - Things Suzi provided to keep in mind
    - When these suggested start times are finalized they will be set through the whole season and consistent at each event
      - time allotments are a suggestion based on field size estimates and can be adjusted before the season if we see more racers
    - these times are includes of bothe road bike and TT bike categories
    - riders start in 1 minute intervals
    - Awards will immediately follow the last racer in that category
    - New category/time assignments are firm at registration. Racers will not be allowed to race in any other time outside their assigned category time.
    - Can we/should we start races at 8:30 a.m.?
  - need to consider tweaks for second races by people
- Bring a friend promotion
  - not discussed
- Race celebrations
  - ABD to discuss at next meeting

#### Other Promotions to Encourage Participation/Registration

- Dane (Lead)
- Early registration incentives (drawing)
  - TBD
- Frequent “flyer” incentives
  - TBD
- Insert in large running race packets? (6,000 runners in Naperville Turkey Trot)
  - Dane to follow up

#### Triathlete Engagement

- Dane (Lead)
- Connected with Chris Navin
  - Agrees that Triathletes should be doing TTs
  - Participation in Triathlete Webinar?
  - Discount code in race packets?
  - Booth at Triathlete events?
  - Clinics at our events
  - June 22 is Rockford Ironman event – first Ironman in Illinois
    - Partner on Rockford MATTs event in April?
    - Clinic?
    - Suggested run brick?
    - Trial on part of course or similar area?
    - Promotion to Triathletes?
    - Dane has talked with Rick RRMS and there is some interest
  - August 23 is Chicago Triathlon
    - Partner on Kaneville TT series – make it prep for Chicago Triathlon

#### Indoor/Virtual Series

- Jim (Lead), Gail, Suzi (Support)
- Planning a few TT events on Zwift
  - test in Jan
  - 2 in Feb/Mar/early April
  - need to check on Zwift Power
  - more to come

#### Technology Enhancements Assessment (i.e. chips)

- Jim (Lead)
- no update

#### Women Engagement

- Michael (Lead)
- more to come but Francine with Psimet (? right team) is someone to connect with, Suzi/Gail will coordinate to reach out

6. Set date/location for next meeting
  - Dec. 17th, 6:30 p.m. Central time
  - demo of new website

Adjourned ~ 8:20 p.m. Central time