

WI/IL Cycling Association
Board Meeting Minutes for November 11, 2024

Location – Wheaton Public Library

Attendees – Dane Luhrsen, Bob Lundberg, Jim Pirzyk, Michael Kurtz, Preston Hamilton, Richard Kreutzfeldt, Suzi Berner

Meeting called to order at 6:30pm

Approved minutes from October 30 meeting – unanimously approved (note that Michael was able to confirm change to logo from WI-IL to WI/IL and transparent background)

Reviewed plans for Awards party on 11/16. We're in good shape. Suzi volunteered to support Bob with Drawing. Michael has solicited the following drawing prizes- Walden Floral will donate a certificate for a free floral workshop - worth \$75 to \$105, depending on which workshop the person chooses. ArtAlchemyStudio will provide three 15 oz. mugs, each with a different bicycle racing-related image - worth about \$45 to \$55 total. There will also be some prizes from Al Stern. Suzi and Bob will pass out race numbers to all attendees. Bob will throw numbers in a hat for all numbers passed out and will periodically throughout the day and ask someone to pick a number. We'll save the bigger prizes to the end.

Brainstormed the following ideas and divided up responsibility for a lead and support committee for each idea. Each committee will meet/discuss independently, solicit other feedback from our group, promoters, members and report back a recommendation at the next board meeting.

Communications/Community building <ul style="list-style-type: none">Website – (note that we discussed a large “release/event” of the website along with posting the 2025 schedule)Member structured communicationsSurvey for member feedback	Lead – Michael Support – Suzi/Dane
Schedule/Scoring/Races <ul style="list-style-type: none">Simply ScoringPost Standings WeeklySimplify Standings Compilation ProcessAssess Race schedule (# of races, add/drop specific courses etc.)Consistency in race distancesPublish Schedule earlier – goal – 1/15/25	Lead – Michael Support – Bob, Jim
Promoter support/New promoter recruitment <ul style="list-style-type: none">Develop a promoter handbookMatch clubs, promoters, volunteers	Lead – Dane Support - Richard
Northbrook Event Growth <ul style="list-style-type: none">Expand Northbrook Track event	Lead – Richard Support - Dane

Promotion/Race Day Enhancements <ul style="list-style-type: none"> • Tweek TT start times by category to allow for people to stay around for awards • Bring a friend promotion • Race celebrations 	Lead – Suzi Support – Dane
Other Promotions to encourage participation and registrations <ul style="list-style-type: none"> • Early registration incentives (drawing) • Frequent “flyer” incentives 	Lead - Dane
Triathlete engagement	Lead - Dane
Indoor/Virtual series	Lead – Jim
Technology enhancements assessment (i.e. chips)	Lead - Jim
Women engagement	Lead - Michael

Agreed to meet again on December 4 at 6:30pm at Wheaton Public Library.

Moved to close meeting at 7:35pm – unanimously approved.