



WI/IL Cycling Association  
Board Meeting  
April 9, 2025  
Minutes

**Board Members Present:** Dane Luhrsen, Bob Lundberg, Jim Pirzyk, Richard Kreutzfeldt, Michael Kurtz, Gail Kocher

**Board Members Absent:** Preston Hamilton,

**Invited Guests:** Suzi Berner, Rick Green, Steve Wehrley

Approve minutes from last meeting – Gail

- Motion to approve March 12, 2025 minutes Jim, Richard 2<sup>nd</sup>
- No discussion
- 0 disapprove/0 abstentions
- Motion passes

Race Schedule update – Bob

- Any issues with the schedule as planned? None that we are aware of
  - o Maple Park & Kane County insurance approved today
  - o ABR Memorial Day – 3 races, 2 days
    - For omnium, TT must be road bike
  - o July 4<sup>th</sup> weekend – another crit? Would be nice to bring it back – try for July 5<sup>th</sup>

Website update – Mike/Jim

- Do not need to be logged in to see events, etc.
- Michael shared updates on the MATTS site and link to WI/IL site
- Redirect to WI/IL? Not yet but need to consider doing that for 2026 and retire during the offseason

- Dane would like to do this sooner
- Michael cautions doing this during racing season
- Michael's PPT
  - Event promotion
    - Google search is finding our WI/IL page and returning it in results
    - Event system
      - Jim updating the content
      - Convergency handling behind the scenes that google looks for
    - Content ranking
      - Currently 3<sup>rd</sup> in example but by the end of the season WI/IL will be first
      - The 2 items under event system drive this

- Articles – AI generated, so Dane would like if others would take a look in case anything pops out that could be updated, etc.
  - o Suzi – triathlete one
  - o Gail – women’s
  - o Richard – crit racers
  - o Think about articles about each race, include info about the course conditions, etc.
    - Ability to tag to link to the event would be useful here
    - Michael will look into this
- What else do we need to do to announce the website? Nothing announce it now but do not want to be working on big changes now that the season is starting
- Dane still has some suggestions of things that really need cleaned up
  - o Would like something on the main page that highlights ‘new’ things – this is likely something that WordPress can do easily
- Promoter handbook – Bob, Rick, Steve, please review the draft and comment so that new promoters could use as they develop a new event – ultimately will be published on the site
- Need to get the road and crits listed – Jim will do that
- Suzi will use the website to help with social postings and drive people here
  - o Prerace articles – post those once we have them
  - o Race summaries afterward
  - o Try to get into a cadence, 1-2 per event if possible

#### Volunteer incentives/program – Dane

- Jim did a volunteer page and it’s in draft so need to be logged in but believe it’s ready to publish
  - o Why don’t we try sending this to our racers and make a plea for volunteering – even if just once
  - o Let’s get this out – can email this week – make the how to connect more prominent
  - o Is there a prohibition to racing on a day they volunteer?
  - o Need to know what is needed and when in terms of direct race support
  - o Can this be done on the flyers and in bikereg?
  - o Let’s try to get some volunteers without offering anything to start
  - o Let’s get the page done by the end of the month
  - o Suggest bring a friend/family member as a way to support – add this to volunteer page
- Could WI/IL subsidize as a support to promoters?
  - o Maybe % or discount to a future race
- Bob – big thing is for people to be at a corner, etc.
- Promoters do different things – some pay them or food, etc.
- Might also consider direct recruitment approach those that race a lot during the season

#### Donut incentive – Dane

- tabled

## Other?

- Anyone planning to do the run after the 27<sup>th</sup>? Rick asked about that –
  - o Dane noted that in the article he'd like Rick to look at there is note about that is a great event to do a run afterward – trails etc
  - o Dane will reach out to Chris Naven again
  - o Other events that would work are Cordova or Sycamore
  - o Keep it informal for this first one
- Richard
  - o Does have the Wintrust set up and has checks, etc. for Wi/IL, Chase is closed
  - o Just needs to get Dane and Jim set as additional signers

## Schedule next meeting – Dane

- July or August – Dane will send out some suggested dates closer