

WVMBA 2nd Annual 2019 Season

Board Meeting

11/2/19

Attendees:

Thad Kelley - President
Dave Burns – Vice President
Steve McBrayer - Treasurer
Natalie McBrayer
Vanessa Kelley
Jeff Simcoe (Big Bear XC/Dirt Fest)
Annie Simcoe
Chris Clarke (Canaan and Revenge of the Rattlesnake XC)
John Herod (WVES/Timberline Enduro)
Eric Lindberg (Poca Trails/Slatyfork Enduro)
Grant Rumble (Henry Clay XC for Gunnar)
Jason Martin (Valley Falls Enduro & Wattersmith XC)
Paul Broughton

On the phone:

Ben Bolock (Grand Vue)
Dave McCormick (Blackbear XC)
Doug Orischak
Ryan Smith (Mountwood XC)
Tristan Broughton (Black Bear Enduro)

- Schedule for 2020 Race Season
 - XC
 1. Tour de Lake (Spencer) – March 22
 2. Challenge at Mountwood – April 5
 - Chief Logan Wilderness Challenge (non-point series) – April 26
 - Blackwater Classic (non-point series) – May 17
 3. Black Bear XC (Kanawha) – May 23 (Saturday)
 4. Henry Clay 30K – June 7
 5. Big Bear XC – June 14
 6. Grand Vue – July 12
 7. White Oak Challenge – July 26
 8. Revenge of the Rattlesnake – August 2 (tentative date)
 9. Brapps n Taps @ Arrowhead Bike Farm (Championship Race) – August 16
 - Enduro
 1. Cacapon Enduro – April 19

2. Valley Falls Enduro – May 10
 3. Black Bear Enduro – May 24
 4. Timberline Enduro – June 28
 5. Slatyfork Enduro – August 9
 6. Snowshoe Epic Enduro – September 20
- Other events, not sanctioned
 - Hilly Billy Roubaix – June 27
 - Dirt Fest – July 17-19
 - Financial Review
 - 501(c)(3) status achieved
 - Result: now need a 1099 or W9 for anybody who gets paid more than \$600 in a calendar year
 - No taxes now
 - Donations made to WVMBA are now tax deductible
 - Eliminated requirement for trail points and championship race to place in XC finals
 - PG: Trail work is good and encouraged, but it's a burden to keep track of for one person
 - People not really doing the trail work, but submitting hours as if they had
 - Those who were actually doing trail work weren't turning their hours in
 - People were only turning in trail work hours for race points
 - Having a good system to track trail work could be leveraged to get grants, tools, etc. for more trails
 - Try to set up an online form that works on the honor system so that people aren't hassled to submit their trail work hours and no single person has to keep track of it?
 - Ask Scott Phillips or Doug Arbogast if they'd be willing to do this
 - Have rewards for meeting a minimum number of trail hours? Potential free swag, potential discount on X product at X shop, free weekend at X place for riding?
 - G: Maybe have promoter keep track of how many hours their trail trolls are doing for their race and if they meet the minimum, give them WVMBA trail ambassador hats or something like that. See how many people actually participate and if it's popular, implement it. If not, nix it
 - Put someone in charge of final trail hour calculations or make a system that automatically calculates it (back to Scott/Doug)
 - If a system is made, should have a spot on the website where it's easily accessible and people will be more inclined to submit
 - Suggestion: put it on leader of the area (so race promoter?) to tell their trail trolls to enter trail work on the form
 - Ask/appoint somebody to be trail coordinator to keep track of the trail work, develop a system, etc. (Grant Rumble, Scott Phillips, Doug Arbogast)
 - Why is it important? Potential for trail clubs and trails they work on to be shut down. If WVMBA can say they have X amount of trail hours annually in that area, the trails could stay open
 - Easiest thing would be a web-based applet, survey, whatever, for people to fill out and for trail coordinator to look at the end of the year
 - Value of one hour of trail work is ~\$15/hour

- Again, put trail work hours on the honor system. Ask to post pics on Facebook of their work, etc.
- Webscorer
 - Used for almost all pre-reg this year
 - Change in price between pre-reg and day of reg helped to bring up the number of people who pre-reg
 - Brief mention of Enduro pre-reg and timing mess
 - Paying someone to time the races and that person doesn't follow through with the job he should be doing
 - Create an enduro championship package with a potential discount to races. Also, rider gets 1 chip for the year and they are responsible for bringing it to every race
 - Used for registering memberships this year (made very easy to change info if incorrect, change bib numbers, etc.)
 - Could pay to advertise WVMBA on BikeReg but still run registration on Webscorer
 - Could bring in more people to XC races
- WVMBA email blasts to advertise races since we're building a list
- Look at advertising in BikeReg which is where some NICA athletes and surrounding states advertise races
- Increase of series payout and improved awards – good, people liked that
- More individuals are participating in more races but not getting as many new people as we'd like
 - New growth in junior classes likely due to NICA
 - Need someone to get more people in to the races for all classes
 - Every XC race saw an uptick in youth participation
- Dropping races from the series means we can lower the sanctioning fee for non-series races where we show up to provide the insurance and time
 - Q: Does WVMBA make money off the sanctioning fee and the insurance?
 - No, no money is made, it is pass through
 - Previously had to pay a base amount for insurance and if we didn't have enough riders to cover that base amount, we were losing money
 - WVMBA is not losing money on events anymore
 - Want to keep the prices low to keep riders coming back
 - Increase in the Enduro sanctioning fee to cover timing costs
- XC discussions
 - Reduced # of individual racers from 2018 but increased the # of race entries
 - Trend: more people participating in multiple races compared to previous year – not a bad thing but can we improve number of people participating in races in general?
 - Largest race in 2018 and 2019 was Challenge at Mountwood, smallest in 2018 and 2019 was Chief Logan Wilderness Challenge
 - Participation at each race dropped a little bit
 - Reducing the number of total races might help bring this up
 - Having advertisement might also help bring this up
- Enduro discussions

- Increased individual racers and race entries
 - Basically, trending up across the board – increase in # of racers participating in 3 or more races
 - Good at promoting their races
 - How many other Enduro series are there on the east coast? 2 or 3
 - Southeast Enduro wants to combine with us for race at Snowshoe – bring rider numbers up
- Profit/Loss
 - Why such a big change in income from 2018 to 2019?
 - Some categorization is different between the years (w/ sanctioning fees – huge difference from 2018 to 2019 but due to the way it was categorized)
 - Money in WVMBA accounts totals about \$16,000
- Enduro timing (\$500/race)
 - Keep Benji or move forward with buying a timing system?
- XC timing
 - Vanessa at all races except May 17, 23, 24
 - Dacey or Josie maybe?
- Keep championship race participation out of requirements for placing in the series?
 - It's been done every which way in the past (double points for championship, bigger payout, requiring it, not requiring it) and turnout hasn't really changed
- Promoter-WVMBA communication could be improved upon to inform racers of what amenities are nearby for each race (camping, etc.)
- Change pre-reg so that when people pay online, the money can go directly to the promoter's PayPal account instead of to WVMBA's.
 - Some promoters don't like to have the wad of cash to carry around
 - Promoter & WVMBA need to communicate whether or not the promoter will have cash for payout for the racers at some point before the race so WVMBA knows whether they need to bring money or not
 - Promoter would have to configure their PayPal account to accept the money from the pre-reg
- Opportunities for 2020
 - Purchasing plates at same rate as previous year
 - John wants Enduro specific plates at least for top 10 in each class.
 - Dave says, why only do it for the 10, why not just do it for all of them at that point
 - Whole new set of XC numbers and a whole new set of Enduro numbers?
 - WVMBA to evaluate
 - Directional plates out in the woods for sponsors (adds value to their sponsorship)
 - Are we or are we not running plates for Enduro races?
 - Yes, to track points within the series. If they don't wear a plate, they don't get the points
 - Reminder emails should be sent out to remind people to send money for sponsorships (specifically, Slatyfork guys)
 - Use USAC again for insurance

- Any other insurance company requires you to pay in advance w/ an estimate of how many people will be at a race and you pay them before the race, so if you don't meet that number of racers, you're losing money
 - Maybe approach McKay (spelling?) insurance? Might have a lower rate and be easier than USAC because we used them for a long time before Benji took over
- How to increase XC race participation
 - Eliminate low-turnout races from the series
 - NICA: how can we make the races more NICA rider friendly and also maybe entice their parents to race as well?
- People have opportunities to save money prior to race day and just aren't taking advantage of it
 - Pre-reg costs less than day of reg. Day of reg fees need to be clearly posted so that if people show up planning to pay pre-reg fees and get mad that they have to pay day of reg fees, it's their own fault
 - Day of fees need to be well promoted
- More amenities = more reason to charge a little extra at races?
 - Showers, bike showers, actual bathrooms vs porta potties, something where you step on a lever to wash your hands?
- NICA might help XC turnout in time
- Local shops should try to get more kids out riding too
- Make racing more about the experience than the prizes they'll get at the end
- Only need W9s once unless information changes. Won't need them at all if we change the way money goes through PayPal
- Proposed purchases
 - Enduro timing system: can cost \$20k with the price of extra chips
 - Currently: 150 chips, 10 sensors (start and finish gates for 5 stages), all the different pieces that clear, check, read, etc. the chips
 - WVMBA would prefer a system that could potentially be used for both series
 - Options for buying a used system – John Herod
 - Sportident system from an Enduro series in Colorado: very similar to what we currently use
 - Has sensors for 5 stages, has handheld backup system (so if you're worried at the top of a stage that your chip isn't working, you can check it in manually before starting and at the end of the stage, to ensure time has been recorded)
 - Case included + all stations that check the battery, clear, save, etc. the chips
 - Master station and wi-fi dongles (which we don't currently have – not 100% sure on what they do)
 - Price is high because huge volume of chips (~350) = \$18,000 for this system
 - Could sell or rent the chips out to other series who need them to get that money back. Could pick up some side jobs timing running races to get that money back too

- Third Coast Enduro – same timing system, but it's not likely to be available because Southeast Enduro has already called dibs on it (price is much lower)
- Pay Benji a lot of money every year and don't really get anything out of it because he is all over the place, not working efficiently at his timing system
 - Put Benji on the front line, working on peoples' bikes, talking about the course, etc.
- A rental system could be used? Not Sportident
 - Could be shipped right to WV MBA to use for the race, then shipped back
- Race Result timing system – has an Enduro system
 - Worth looking into
- Trailer
 - To transport flags, banner, the tent, the box, etc. Basically, everything that's needed to go to the race
 - A van could be in the books instead – wouldn't need somebody with a truck to haul the trailer, just about anybody could drive it
 - Drawbacks: have to pay insurance
- Race arrows remain a good idea but should be changed to white placards with black arrows (better for all types of color-blindness), keep sponsors on them
- Member benefits
 - Got stickers last year, but maybe get something else that's cool but still cheap
 - Maybe WV MBA water bottles (Trek or Specialized – might get a good deal) or hats
- Jason Coffman (Black Bear Burritos restaurants in Morgantown) wants to do a sponsorship where he provides food on Saturdays for the Enduro racers (because his son races Enduro, so he is already there)
 - Provide food, get a banner, etc.
 - All we'd have to really do is put an ad on the website. Good idea because it's food for the racers and advertisement for him
 - Potential for him to come to a few XC races, maybe like 2?
 - Could get a tax write off
 - Problem at state parks: would he need to get a vendor license?
- Gunnar's question: What is the \$450 sanctioning fee towards?
 - Year-end payouts, timing, trophies, etc. Covers a lot within the series
- John Herod mentioned looking at some kind of race package that would include a discounted cost for multiple races and a package that would also include an enduro chip

2020 Calendar

Date	January	February	March	April	May	June	July	August	September	October	November	December
1												
2								Revenge of the Rattlesnake XC #8 (Tentative)				
3												
4							Independence Day					
5				Challenge at Mountwood XC #2								
6												
7						Henry Clay 30K XC #4			Labor Day			
8												
9					2		GRUSK	Slatyfork Enduro #5				
10				Good Friday	Valley Falls EN #2		GRUSK			NICA - Northbend #4		
11							GRUSK	2019 Slatyfork EN		NICA - Northbend #4		
12				Easter		Space Race Rumpus	Grand Vue XC #6 GRUSK		NICA - Race #2	Columbus Day		
13						Space Race Rumpus			NICA - Race #2			
14						Big Bear XC #5 Space Race Rumpus						
15												
16					3			Braaps n Taps XC #9 Finals				
17					Blackwater Classic XC (Non-series)		2020 Dirt Fest					
18							2020 Dirt Fest					
19				Cacapon Enduro #1			2020 Dirt Fest					
20									Snowshoe EN #6 Finals			
21					Transylvania MTB Epic	Father's Day						
22			Tour De Lake XC #1 (Tentative)		Transylvania MTB Epic							
23					Black Bear XC #3 Transylvania MTB Epic							
24					Black Bear Enduro #3 Transylvania MTB Epic					NICA - Race#5		
25				1	Memorial Day Transylvania MTB Epic		6			NICA - Race#5		
26				Chief Logan XC (non-series)			White Oak Challenge XC #7		NICA - Big Bear #3			
27						Hilly Billy Roubaix			NICA - Big Bear #3			
28						Timberline Enduro #4 (Tentative)						
29								NICA - Canaan #1				
30					Mohican Mountain Bike 100			NICA - Canaan #1				
31										Halloween		

Saturday
Sunday