

## Jan 27, 2024 | 📅 OBRA annual meeting

### Attendees:

Chuck  
Joel  
Terri  
Tony

### Board:

Clint  
Christy  
Stacy  
Jeremy  
Julie Ann

### Notes

#### Executive Director Report

- Chuck and Joel will work to increase membership and sustain promoters in 2024
- Racing numbers comparison
  - 5,600 unique racers in 2023. 1,000 more racer days in 2023 than in 2022.
  - Juniors racers are increasing, and significantly more racer days for juniors. 2,538 in 2023 from 1,822 in 2022.
  - 124% increase in Gran Fondo participation
  - 50% increase in MTB
  - 2.4% increase in road
  - Short track is down 38% - fewer events, lack of PIR race days
  - 6% increase in CX
  - Crits are down 3.8%
  - Overall 11% increase in participation from 2023
- Income for 2023
  - Net income down \$5,590 from 2022
  - Storage is part of the change in expenses. Losing Alpenrose, moving to Tony's yard, now we have new storage.
  - \$19k for equipment truck box damage and insurance payment
  - Jon Pearson - how much did OBRA make from registration credit card fees?
    - Fees pay for Scott Wilson our administrative subcontractor.
    - Around \$6k?
    - Question is about fees that hit promoters
    - Some complaints about gravel race entry fees

#### Staff Reports

- Chuck Kenlan representing Jen Featheringill for membership
  - More mandatory upgrades in cyclocross
  - Direct email to all beginner racers after their first race to move them up to Cat 4

- .6% non-binary members with new gender option in member registration
- \$50 member fee and \$155 team fee subsidizes insurance costs to keep them low, under \$2 per racer. USAC is over \$6 per racer cost to promoters for insurance.
- Chuck Kenlan representing Terri for Officials
  - Training new officials
  - OBRA purchased new officials clothing
- Tony Kic on equipment report
  - Partners closely with new promoters to help them learn what equipment they need
  - PA upgrades in 2024?
  - Looking at ways to hang banners on trucks
  - Significant benefit to promoters to have OBRA subsidized equipment if they aren't commercial promoters (teams and single event promoters)
  - OBRA also rents equipment to other events, like Hood to Coast
  - OBRA sells some storage space to promoters

## Marketing Director Report

- Joe Fletcher presenting the Marketing report
  - 2 tiers of sponsor benefits for members
    - Thomson Tours - Tier 1, OBRA gets 5% of rider costs
    - 1st Endurance Nutrition, Otto Lock, Stages, HiFi, Rudy Project, Jacob Rathe - Tier 2 offering member discounts
    - 400 members contacted OBRA about partnerships - GNC and Stages
  - Email marketing
    - Email list is over 16,000 people
    - WA, OR, ID, CA, UT, CO
    - Lists are segmented by team focus/interest, not all OBRA events
    - Mike Ripley reported over 30% increase in site traffic from OBRA in 2023
    - Provides copywriting assistance for some promoters
  - Social media
    - 15-20% YoY growth, more on Instagram
    - No paid content, all organic

## Q&A

## Board Candidate Intros / Election

- Jon Pearson
- Scott Hilson
- Sarah Phillips

- Clint Culpepper

Winners - Sarah Phillips & Clint Culpepper

## Rule Proposals / Voting

### **Amend Racing Rule 20.2**

Discussion about why the elite category rule was added in 2017

Rule passes 10-1

### **Amend Administrative Rule V section A**

Discussion about one member, one vote from previous year's proposal

Rule passes 10-1

### **Extreme Weather Policy**

Passes without issue

### Action items

- Rule 20.2 - update MTB non-elite categories so they're current