

OBRA Quarterly Board Meeting

April 18, 2024

5:30: Welcome - Jeremy

- Clarifying planned agenda. Please jump in with questions - sometimes challenging to do on Zoom.

5:40: Officials report - Terri

- Everything scheduled through June.
- Don't feel totally covered in terms of officials for events. People aren't returning emails, so assuming people aren't interested. Moving from manual to chip timing makes it more difficult to find folks.
- Kevin is doing Monday night short track at a new course (PIR).
- Chuck: The wonderful thing about chip timing is that it's eliminated a lot of officials. But it's a double-edged sword: they aren't as interested because they aren't as necessary due to chip timing.
- Terri: It will all work. We'll make it work. Mt. Tabor is a good training ground if I can get people up there.

5:50: Marketing report - Joel

- New since the last meeting
 - Updated OBRA chat to be members only.
 - Going through the work of re-adding everyone and approving people, sharing the benefits of being an OBRA member at \$50/month, OBRA chat being part of that. A ton of work when we first did it, but now just keeping up with things. Hasn't been a lot of pushback after the first conversation, but generally well-received.
 - Finalized partnership with Bike Tires Direct: 10% off for members + 5% of that goes back to OBRA. Took a while to set that up due to transfer of funds, tax breaks since they are a nonprofit, etc. Within the first hour, about ten people reached out asking for the code.
 - Recently sharing benefits, OBRA story, contacts within OBRA, list of races, etc. email now going out to people that have not been members. Started doing this for returning members as well.
 - People are opening the emails, so a good marketing opportunity. Good way to stay in contact.
- Chuck: Make sure to use the actual link in the email that went out for the Bike Tires Direct discount code because that is tied to OBRA. Go through the specific affiliate link to make sure that the 5% also goes back to OBRA.

6:00: Membership report - Jen

- Feels like a little bit of a slow start. Right at about 1000 members right now; we had a little boost when the OBRA chat conversation was happening.
- Expect another boost before PIR starts.
- Still getting good feedback from people regarding having their numbers from last year. People will hopefully know better this year, since last year was the first year. (Now only throwing numbers away every three years.) Next year we will order new numbers.
 - Terri was having problems in the mornings of race day with people not knowing.
- No update requests - we have gotten a few downgrade requests. That probably won't start in earnest until the race season starts.

6:10: Equipment report - Tony

- Not a lot going on this time of year. Reaching out to places a little more to try to get 'stuff' used more often. Trying to be proactive about communicating with promoters and networking.
- Rented a few tents to the Shamrock Run up in Portland; generators for Hood to Coast. A little bit of revenue, but networking and collaboration is important.

6:20: Executive Director report - Chuck

- WSBA reached out to ask OBRA to share the Ravensdale Road Race and we did. They then reached out again asking if we should share another event and we decided not to, due to a few thoughts from promoters, including that OBRA has a proprietary email list. Had there been something like 'we will waive one-day licenses' or 'we will give discounts to OBRA members,' it might have been different. If you feel differently about this decision, please let us know.
 - Jeremy: You could ask for something from them if they ask again. "If OBRA does this, what will you do for us?"
 - Joel: The issue is that WSBA hasn't done the sort of marketing work that OBRA has done. I have gathered OBRA email lists.
 - Chuck: Hats off to WSBA and their lists. They promote only road racing. Message from the President is only road racing. OBRA doesn't discriminate by racing discipline. Our lists are part of our strategic advantage.
 - Brad: I think you're on the right track, Chuck. We have been working on our mailing lists for a long time. Yes, we are trying to promote bicycling racing, but we have been putting a lot of work into this. It is worth something.
- At the last board meeting, we discussed DEI Training and using Whiteness at Work. The board should vote on this tonight. We will likely go with this training; we need to decide if it will be a mandatory training or a voluntary training. Timeline to make a decision - then I will go to the organization and set things up.
 - Kimberlee: There was discussion over email about this. There was not an actual vote.
 - Brad: I was out of the country and don't feel like I can add much to this conversation.
 - Jeremy: Yes, we just need to decide which of the two and if it will be mandatory.
- Hiring a Development Director to help OBRA raise money. Board has approved this. Will likely apply for a grant through the Murdock Charitable Trust.
- Jenny Greeve is helping with looking into and building a strategy to grow OBRAs Annual Membership. The first phase of the project was to [hold stakeholder interviews](#). Talked to promoters, key OBRA members, bike shops, etc.
 - Fourteen themes that came out of these interviews. Key thing that came out of these interviews is that it's hard to articulate OBRAs value proposition
 - Jenny: Would love it if people could add comments, read over the interviews, ask questions. Tried to separate out the findings from the "so what? what next?" When you read through this, if you have ideas, please send those on or add comments to the document.
 - A few notes of interest: a lot of people join OBRA because they want to give to a good cause. Another common theme was how highly competitive OBRA is; this is both good and bad.
 - Chuck: What strategies can come out of this? Amazing thing is that these people that were interviewed believe in OBRA enough that they took time out of their day to talk with Jenny about this.

- [Murdock Charitable Trust](#) provides funding to nonprofits in the NW. Experience and training provided, in addition to funding.
 - Fairly complicated grant to apply for. Need some board engagement on this: in both financial giving and feedback. Multi-year project to get to a full OBRA staff, but this a move in the right direction.
 - Chuck: I will email the link to the board members, so you can see what they want. I heard about this through [COTA](#); they just hired an ED a few years ago and their board put together a grant to hire that person.
- Events
 - Attended Short Track Championship on Saturday - great event.
 - Next weekend: Gorge has 1100 registrants. I'll be there with the OBRA tent.
 - OR Coast May races.
 - PIR and Mt. Tabor.
 - Barton Park is coming back. Three road races on the calendar.
 - And a few crit races, as well.

6:50: Member questions and comments

- Wayne: Thanks to everyone for doing a great job. I have been wondering about how to sell OBRA to teams. What is the broad advantage to the community? Obviously membership benefits, but what else. What is in it for the team? Who is who?
 - Brad: Few people understand that there are distinctions between the bike race promoter and the officiating staff and the actual organization. We could do a better job at communicating that we have promoters, officiants, and then OBRA - all separate and distinct organizations. OBRA members often think that OBRA does it all.
 - Tom Farley: I agree with everything that you just said, Brad. I have been racing bikes in CA for the last 20 years and I was always happy to hand money to promoters, but I was never sure why I would give money to USA Cycling. Now I'm in Eugene and on the board of Twilight Operations, one of the reasons I'm joining the meeting today, to learn more about OBRA. Reaching out the public, novice racers, and even people that have been members is a good idea, to share this information.
 - Brad: The primary thing that OBRA does is provide insurance for race promoters. Better than what individual promoters could offer.
 - Chuck: This story could be told better.
 - Something I didn't report on - we have sold insurance to 11 teams this year. If you are leading a team activity and someone is injured, having insurance insulates the team members and the leadership; provides legal and financial support. It's really valuable. We didn't break even on it last year, but want to do better this year.
- Thanks to the guests for showing up! We need to move into an Executive Session now.

7:15: Executive session

7:30: Adjourn