



**Minutes**  
**Event Directors and Clubs Planning Meeting**  
**November 13 2024**

Welcome - Chris welcomed everyone to the meeting, which was held on Google Meet and attended by 20 event directors and representatives of clubs.

Race Kit Suggestions - the race kit needs replacement bases for DOT metal signage. No other assets are needed at this time.

2025 Road Season Update - we need event directors! The group talked about the need for new event directors if we are to have a robust calendar. Chris shared the road calendar that has been created thus far. Wayne is looking into the old auto race track in northern Colorado and coordinating with Lance to get more info. Chris and Wayne are working to host the state tt in Wellington. Bob Cook HC is off for 2025 due to road construction. We need event directors for Longmont and City Park. Chris met with the city of Littleton to discuss the Littleton Criterium, which will have a new event manager in 2025.

RMCCC Involvement - Jim Castagneri spoke about the role of the RMCCC in the road season, and our combined efforts to build events that work for both collegiate and non-collegiate athletes. One of the critical pieces of a successful event is the quality of data throughout the process.

Data Consistency for Registration, Results and Cups - Without good registration data, it is very difficult to post timely results and points competitions. Jim and Chris are working with John Haley to provide better guidelines for events so that race data can be clean from the start of the process. This includes the language on race flyers and the manner in which registration is built on Bike Reg.

Cup Calculations and Challenges - points competitions require an inordinate amount of work. BC and the RMCCC are exploring ways to simplify the work required to produce accurate and timely points competitions.

Category Committee - representatives from clubs are exploring our current collection of categories and making suggestions on reductions and combinations to optimize the experience for athletes and event directors. Of primary importance is safety.

Race Flyers - The process, consistency of categories and version numbers - the process of creating race flyers helps event directors to work through the details of their event with assistance from Yvonne and chief refs. We have a huge collection of archived event flyers that can serve as templates and we are here to help. All events

in 2025 are required to produce race flyers unless you have asked and been provided an exemption to this policy.

Marketing and Promotion - BC has been working to promote our local events. We do this thru:

- BC Comprehensive Event Calendar - 25,000 views per month
- Event Support Program emails - weekly, 10,000 subscribers, 49-61% open rate
- Posters sent to Colorado bike shops - 125 shops, 3 posters per year
- BC tables at bicycle events - gravel and big road rides
- BC produces and distributes Cup stickers
- BC social media

New Event Models - Let's be creative!

- Indoor crits on go kart tracks or in a warehouse - 20 minutes.
- Continue to expand on outdoor auto tracks, such as CSP and Doug Co.
- Dirt Crits on gravel or cross bikes
- Mass start handicap races

Notes:

Connect clubs with event directors who need volunteers.

A thought to drive participation is to reintroduce cash prizes for different race groups.

State championship designations will be made early in 2025 after the calendar is more confirmed.

How to get USAC to allow One-Days to race in higher categories?!?!? Chris to follow up with USAC.

How to get more athletes to join clubs? Riders without a club not counted for individual Cups?

A big discussion was had about the value proposition of bike events, and how we can engage more people with the creation of experience environments that are bigger than a race. Littleton criterium is a great example. Build the vibe. Food trucks. Kids events. Carnival. Ambassador to the community. Bands. Beer. party atmosphere.

Junior racing. Not popular on the road though MTB and cross are good. Track not booming in BVV, Colo Springs had a good year with participation. Jon Heidemann exploring a junior criterium series in Doug Co in 2025. Lucas Huesman from CSU wants to ensure that we have starts for juniors on the road.

Cup prize money idea - clubs buy into the Cup w \$X to fund a prize list.

