NCAC Org Committee Meeting - November 18

VIEW RECORDING - 62 mins (No highlights)

Meeting Purpose

Review committee progress and plan upcoming events.

Key Takeaways

- **Fundraising & Sponsorships:** A new strategy is launching with a Dec 1 tax-deduction email, a Feb fundraising class, and a new sponsorship tracker to coordinate outreach.
- **Training Rides:** The 2027 training series is set, but a critical need for ride leaders exists. The kickoff ride is Jan 3 (16 miles) to maximize early-season participation.
- **Socials:** The first social is Dec 15 at Mountain Mike's. A new committee will plan future events, exploring new venues like Touchstone.
- **Communications:** A new website page will centralize meeting notes. The PR team needs participant stories for social media to build momentum.

Topics

Committee Operations & Logistics

- **Meeting Notes:** A new website page will centralize meeting notes, decisions, and action items.
    - **Rationale:** Provides a single, accessible source of truth for the committee.
    - **Process:** Jim will post summaries within 7–10 days, then email a link to attendees.
- **Meeting Schedule:** The monthly meeting will move to the third Tuesday starting in January.
    - **Rationale:** Accommodates conflicts for multiple members & with Sunburst conflicts.
- **Storage Access:** The storage facility now requires a 1–2 day notice to add names to the on-site key pickup list.
    - **Action:** Contact Shaun in advance to arrange access.

Socials & Fundraising

- **December Social:**
    - **Date:** Tuesday, Dec 15, 6–9 PM
    - **Venue:** Mountain Mike's Pizza (19th & S St)
    - **Action:** Richard will confirm the date change (from Dec 8) with the owner, NJ, to leverage a prior relationship.
- **Fundraising Strategy:**
    - **End-of-Year Push:** Shaun will create an email template for the Dec 1 tax-deduction deadline.
    - **Fundraising Class:** Jim will ask Jerry Mitchell to lead a class in February.
    - **Fireside Chat:** Ken proposed a virtual "fireside chat" in late March for a final fundraising push.
- **Fundraising Events:**
    - **Drag Queen Ice Skate:** Dec 10 fundraiser with CGNIE.
        - **Action:** Volunteers needed; contact Ron Jackson (CGNIE) for details.
    - **Drag Queen Bingo:** NCAC was not selected for the external event. The committee will consider hosting its own at a venue like The Bolt.
    - **Pumpkin Pedal Funds:** PledgeIt now allows moving funds between campaigns. The board will review if the $2,087 raised can be applied to 2027 fundraising goals.

Sponsorships & In-Kind Donations

- **Sponsorship Tracker:** A new Google Doc tracker was shared to coordinate outreach.
    - **Rationale:** Prevents duplicate contacts and identifies new opportunities.
    - **Access:** Contact Scott for the link, as the document contains confidential personal information. https://docs.google.com/spreadsheets/d/1kzV4vR9_us7PWU14KHKxpno9xEpZ_O5m/edit?usp=sharing&ouid=110728984910610916911&rtpof=true&sd=true

- **Recent Sponsors:**
    - Fox Family Heating and Air: $1,500
    - Affordable Plumbing: $250
    - Republic FC: $500 (for Quail City Cycling Club)
    - CGNIE: $1366.37
- **In-Kind Donations:** Rene' will chair this committee.
    - **Action:** Add Brett to the committee for his list of needed items.

Training Rides & Crew

- **2027 Training Series:**
    - **Routes:** 42 Sacramento-area routes are audited (~80% complete).
    - **Kickoff Ride:** Jan 3, 16 miles (Gold River to Bella Brew).
        - **Rationale:** Short distance to maximize early-season participation.
    - **Series:** Push Your Limit, Build and Bloom (tops at 50 miles), and Joy Rides.
- **Ride Leader Need:** A critical shortage of ride leaders exists.
    - **Action:** Recruit potential leaders and connect them with Ken.
- **Crew Support:**
    - **Training Rides:** SAG support is not guaranteed.
    - **Benchmarks:** SAG support is guaranteed and must be scheduled through Craig or Brett.
    - **Action:** A SAG signup sheet will be shared after route audits are complete.

Other Committee Updates

- **CCSD (Camp Life):** Rob is finalizing rest stop logistics and awaiting a group rate confirmation from the Holiday Inn.
- **Medical:** Lynell is recruiting medical staff, including a wound care specialist nurse (Julie) who is expected to cover all four ride days.

- **MC & Programs:** Paul will focus on featuring beneficiary agencies during evening programs.
- **Registration:** The committee is planning the kickoff event, with Radclyffe's as the preferred venue and Touchstone as a backup.

Next Steps

- **Jim:**
  - Post meeting notes to the new website page.
  - Contact Jerry Mitchell about leading a fundraising class.
- **Shaun:**
  - Create and distribute the end-of-year tax-deduction email template.
  - Distribute information for the Dec 10 ice skate fundraiser.
- **Richard:**
  - Confirm the Dec 15 social date with Mountain Mike's.
- **Social Committee:**
  - Meet offline to plan venues for future socials.
- **Rene':**
  - Add Brett to the In-Kind Donations committee.
  - Contact Touchstone about hosting a social.
- **PR/Marketing Committee:**
  - Create a World AIDS Day message.
  - Develop a posting plan and recruit participants for video stories.
- **Ken:**
  - Finalize route audits and publish the 2027 training calendar.
  - Distribute the SAG signup sheet.
  - Recruit ride leaders.

Action Items

- **Contact Moina re: meeting participation** - WATCH (5 secs)

- **Verify 3rd-Tue schedule w/ Jim** - WATCH (5 secs)
- **Create org committee page; upload subcommittees/responsibilities; post summaries; email attendees** - WATCH (5 secs)
- **Reserve Mountain Mike's for Dec 15 6–9; order pizzas; coord raffles** - WATCH (5 secs)
- **Brainstorm Jan–Apr social venues w/ Roy, Moina, Jim** - WATCH (5 secs)
- **Confirm Ed & Bryce for Apr wine/martini fundraiser** - WATCH (5 secs)
- **Coordinate w/ Jerry Mitchell to schedule Feb fundraising class** - WATCH (5 secs)
- **Draft and send year-end tax-deduction email to prior donors** - WATCH (5 secs)
- **Plan Feb in-person and late Mar virtual fundraising check-ins** - WATCH (5 secs)
- **Get Dec 10 CGNIE skating event details from Ron Jackson; announce to members** - WATCH (5 secs)
- **Add Connex to Fundraising/Sponsorship committee** - WATCH (5 secs)
- **Return white cooler by getting keys to Jim** - WATCH (5 secs)
- **Notify Brett he's on In-Kind** - WATCH (5 secs)
- **Follow up w/ Holiday Inn re: CCSD group rate** - WATCH (5 secs)
- **Check w/ Kristen (Pipeworks) re: social; confirm Touchstone contact/ email** - WATCH (5 secs)