

Meeting called to order on 9/18/22 at 7:05pm est

In Attendance: Nick Braun, Connie Cotter, Kirsten Goldstien, Alex Gorsuch, Dave Krack, Harrison Hsueh, Wendy Grizsch

Unable to attend: Richard, Jill, Tim, Mike, Wendy, Dale, Rick,

### **Roles/Responsibilities and Goals for year:**

- Connie
  - Skill Levels - Not just freestyle - get more into flatland. Work with Dale on this.
  - Nationals 2023 and Unicon 21 in 2024
- Harrison
  - Willing to help with goals for USA and specific events (NAUCC, UNICON, etc..)
  - What do you like about unicycling/see improved?
- Jill
  - Big things are;
    - Scholarship program - maintain and carrying on status quo
    - Convo with Patricia about taking over the Coaching Program
      - Revamping the program
- Alex
  - Growing the unicycle scene in Chicagoland area
  - Maintain meeting minutes and board communication.
- Kirsten
  - Guiding website and membership experience updates & improvements
  - Why have a membership if not in a club? Membership experience for non-club members.
  - Unicon 21 (2024)
  - Updating the NAUCC hosting guide
- Nick - Social Media
  - Carrying on posts and maintaining social media presence
  - Graphic for CA muni weekend
  - Re-post after-movie for Unicon
    - Discord - Some other ideas for the internet...more to come later.
  - A lot that can be done virtually with USA members not in a club to enhance member experience.
- Tim - website
  - In-process of website changes
  - Very into what Nick is doing with USA discord
    - Discussion between Nick, Tim, Kirsten - soft launch/When to launch, etc.
    - Very useful tool for on-the-fly updates with events
- Wendy
  - Interacting with those interested in starting new clubs
  - Insurance
  - Chicago Thanksgiving Parade

- Keep doing what she's doing - not necessarily looking to take on additional duties.

## Old Business

### CA Muni Weekend

- Tim added event info to USA site
- Nick posting on social media
- Can now register!
- 6-7 States and Canadian provinces added so they can now register
- Mosquito Fire may cause some issues with the ride. Positive forecasts/reports of rain.
- 16 participants currently

### Social Media Presence

- Testing out the re-post app
- Twitter Post since last meeting - 1-word tweet. "Unicycles"
  - 6 Followers - room to grow! Exploring if we want to be present on twitter or focus efforts elsewhere

### USA Coaching Program

- Patricia wanting to pass baton/ no longer be a coach.
- Jill is willing to step in for this.
- Tim - take down coaching info on page, and say we are revamping program.
- Specific Discord for USA Members- Have to be a verified member, receive coaching from members through this.
  - Beneficial for clubs getting started
  - Individuals looking to improve.
  - Connie - How will membership status be monitored? If expired, removed until renewed?
  - Nick - Has worked on member verification bot through Wild Apricot
    - Need to work on expired memberships - more research needed here.
  - Size of member-only parameters may present too small of a group to have added-benefit of offering a coaching program through this.
  - Wendy - Coaching program has been one of the biggest draws in having an affiliate club join on. Would be sorry to see coaching go away
  - Kirsten - Not going away, just revamping in a post-covid world
    - What can we offer? Another conversation for those interested.
    - Subcommittee may be necessary
  - Honor/Grandfather Texas A&M club Wendy has been working for the past few months.
  - Need more coaches and re-evaluate guidelines/req's for having a coach.
  - FOLLOW-UP ON THIS TOPIC

## Unicon Insurance & Organizational Structure

- Kirsten - conversations ongoing for NAUCC23 organizers.
- No new news for now.
- Including USA fee in the Unicon 21 registration fees
- Mass import members into Wild Apricot.
- Don't want similar issues from Unicon 20 with IUF fees.

## MN NAUCC 23

- Connie - Mary Koehler is now co-director!
- Venues/Dates TBD still
- MadUni - last 2 weeks of July dont work, but - why?
- Typically held in the 3rd week of July.

## New Business

### Dave and UDC Sponsorship/Support

- "Supported by UDC..." on UniUSA.org. Why here? What value added? What was the agreement? What does this mean today between both parties?
  - What does the Board want from UDC when reaching out?
  - UDC - Flyers for USA events in orders
  - Dave has talked to Amy Drummand and Josh Torres
  - Listed on the website - want to make it a bit more formal, update on what we are doing.
  - Discount at UDC for members? Shipping?
  - Can't break the bank in partnering.
  - Wendy - UDC flyers - how can we measure the impact in attendance from including a UDC flyer? Include a "How did you hear about NAUCC" on registration
- Access to sales data - how many orders, what type, geographic location/concentrations from orders (possible club popping up that we are unaware of?)

### Tim - list of states not supported in sign-up

- What states are we not serving? - shelf for later.

Nick - UDC benefit would be great draw for members not in a club. Re-establishing relationship would be mutually beneficial for both parties.

- Loved seeing the UDC tent at NAUCC 15.
- Ask if they can come each time we host (Wendy)

Dave - UDC former policy was not attend on a Unicon year due to low-attendance

- Can we get metrics on attendance, Worth their while as a biz decision to come out?

Connie - Come with the idea of "Buy a Unicycle."

Kirsten got an email from a new member - where do I buy a unicycle?

- Do we/can we push UDC? That's the hope...

- Showing up at Nationals next year - intentions of making it? Thoughts? What do they think sponsorship should look like? Ask for some kind of discount for USA members? (tim -how do we communicate with UDC to make sure they are a current member? Member ID?)

Nick - need to discuss the big picture, then get into the "how" to accomplish them.

Dave - can we help cover some costs for UDC at Unicon?

Kirsten - Go big and ask for next 3 years? Advertising for NAUCC flyers - in partnership with UDC to design - test out uni's, push event, etc.

Dave Krack to reach out to Amy and Josh - cc Kirsten.

Dave left at 8pm est

### Chicago Parade

- Start advertising this and getting word out that this is a USA event
- Uniforms/Banner
- Kirsten and Alex - Coordination, routine (practice?), what types of unicycles
  - Club leaders for - participants joining
  - Wendy - USA shirts for participants?
    - Jason to make sign (free?!)
  - Need to know - number of participants - google form for sign-up.
  - Need names
- Connie - Sending out info to Twin City Unicycle Club.
- Tim - Doing something similar with CA muni sign-up. membership requirements, email blasts
- Put together info to make sure we are welcoming to non-club members.
  - Formations, locations, times, uniform,
  - TCUC Parade formation? Everyone involved. Flatland/tricks, formation, new riders.
- Kirsten, Wendy, and Alex to discuss further. Loop in Harrison and Tim.
- Need a plan and organization
- Send a doodle for meeting time to discuss the above details.

### New Business

- Website Updates
  - Tim made lots of adjustments
  - upcoming adjustments:
    - Donate message and amazon smile plug
      - Received a donation! Kirsten sent thank you.
    - How to host an NAUCC - needs a big upgrade
      - Robin has a good resource.
      - 3-5 year time frame for project
  - Still 501c3? Treasurer who had been submitting prior?
    - Discussion with Kirsten, Rick, Danni, Alex, Mike Schatz.

- By-laws and where/whom does this fall to.
- Tim - added to google drive -working with Mike S to add.
- Amazon Smile
  - Easy and passive way for members and non members to donate
  - Kirsten to-do: reach out to USA members to set this up.
- Beware of scam emails
  - Wendy received a fake message from someone masquerading as me asking her to make purchases. I will NEVER message you out of the blue for something like this. Use common sense.

To discuss the next meeting with more board in-attendance.

- USA Liaison to NAUCC
  - Kirsten is willing to do this - board to vote.

Future Business

- Purchase of "Repost" App for Instagram
  - Nick and Kirsten will try the free trial and bring our opinions back to the board
  - Is it a good use of funds?
  - annual billing is: \$2.50/month = ~\$30 (taxes unknown)
  - \*Nick found free-version. Bus'n closed (for now)

Early November for next Meeting

Meeting concludes at 8:25pm est.