

<b>WMCCL</b>	<b>Committee Meeting</b>	<b>Meeting date: 08/04/2011</b>
<b>Attendees: DMi, GS, AB, NB, ME, DF, DG, MH, CI, JP plus Adrian Witt and Dawn Cash from Waldrons Solicitors for items 1) &amp; 2)</b>		<b>Apologies: DMe, SP</b>
<b>Meeting purpose:</b> To discuss:- <ul style="list-style-type: none"> <li>• Potential sponsorship of the WMCCL</li> <li>• Events for the forthcoming season</li> <li>• Priorities to address over the next 1 – 2 months</li> </ul>		

<b>Discussion:</b>	<b>Action:</b>
<p><b>Welcome and introductions</b></p> <p>DMi welcomed everyone to the meeting and introduced Adrian Witt (AW) and Dawn Cash (DC) from Waldrons Solicitors who were here to attend the first part of the meeting to discuss potential sponsorship of the WMCCL. Committee members present introduced themselves and their role on the Committee.</p> <p><b>Potential league sponsorship</b></p> <p>AW gave an overview of Waldrons Solicitors and why they have approached WMCCL as a potential organisation to become involved with:</p> <ul style="list-style-type: none"> <li>• High street firm based in WM, in existence for 140 years and offering a range of traditional legal services</li> <li>• Lexcel accredited by The Law Society (only 5% - 10% of solicitor firms hold this in the UK)</li> <li>• Standards of service and quality are very important to the firm</li> <li>• AW &amp; DC are solicitors in the personal injury department and are looking to increase levels of business by supporting cyclists and their families through any injuries suffered</li> </ul> <p>To sponsor the WMCCL, AW outlined Waldrons would expect:</p> <ul style="list-style-type: none"> <li>• Waldrons name having prominence on the WMCCL website and an association with WMCCL clubs, with a link to their own website</li> <li>• Promotional material at each league event</li> <li>• WMCCL Committee commitment to getting the Waldrons name out to as wide an audience as possible through different communication channels</li> </ul> <p>AW confirmed management information would be collated to identify how many leads were generated because of association with the WMCCL during their first client meeting</p> <p>ME confirmed the WMCCL Committee would want to work together in partnership with any sponsor, to help promote cycling as a fun and healthy pass time</p> <p>DG outlined what the WMCCL Committee expected in return:</p> <ul style="list-style-type: none"> <li>• A medium-term commitment, e.g. 3 years to gain a consistent revenue stream to help WMCCL raise event standards</li> <li>• Working in partnership to find a balance between cash sponsorship and physical support, e.g. attendance as guests at some events, prize presentation</li> </ul>	

Discussion:	Action:
<p>DMi reaffirmed his initial telephone conversation with AW that a sum of approx £2,000 pa would be very welcome and would go along way to raising standards for the WMCCL. The Committee were looking to agree a way forward within the next 4 weeks to be able to include Waldrons name on communication material for the forthcoming season.</p> <p>AW indicated the timescale was achievable and agreed to submit a proposal to the Committee via AB. The meeting agreed a small sub-committee would be formed to identify possible methods to promote Waldrons' name as WMCCL sponsor and would meet with AW and DC to finalise the details and arrangements within the next 4 – 6 weeks.</p> <p>DMi thanked the guest for attending and their interest and AW and DC left the meeting.</p> <p>The meeting agreed ME, DG and DF would form the sub-Committee to take Waldrons' proposal forward.</p>	<p><b>ME/DG/DF</b></p>
<p><b>Treasurer report</b></p> <p>GS circulated a statement of accounts as at 01/04/2011 showing a surplus balance of £4,506.80 and confirmed that in addition a cheque had been received from BC today for levies from the NT at Mallory Park, which took the balance to near £4,600.</p> <p>GS confirmed that the balance of accounts was fairly consistent with previous years and marginally up on this time last year.</p> <p><b>League Secretary report</b></p> <p>AB confirmed the first 3 league registrations had been received from riders for next season's league and a fresh database of registered riders from the 2010-2011 season is being created in order to email a 2011-2012 league entry form.</p> <p>AB agreed to pass on details of youth category riders to DF</p> <p>DF suggested both set up an option to subscribe/unsubscribe to emails for data protection purposes. DF to forward details of how to do this to AB.</p> <p>All league registered riders from 2010-2011 to be emailed and invited to register for the 2011-12 season once the outcome from the sponsorship meeting is known.</p>	
<p><b>Committee member roles</b></p> <p>Following on from the proposal accepted at the AGM, the meeting agreed to assign additional individual roles to Committee members as plans take shape over the summer.</p> <p><b>Feedback from the BC Cyclo-Cross annual conference</b></p> <p>DG provided a summary of the meeting; overview from BC, a presentation by the Regional Events Officer (REO) for the Central Region and break-out sessions to gain feedback from attendees on domestic competition and promotion of events.</p> <p>An analysis of riders for 2010-2011 season was presented by Brian Furness which showed WM was down on total rides of 3062 compared to 3477 the previous season and was the second highest region for cyclo-cross participants to Yorkshire which had 3330 riders.</p>	

Discussion:	Action:
<p>AB &amp; JP provided feedback as attendees; useful update although too much time spent on discussing issues focused on elite riders and too little time given to allowing regions to share ideas and best practice with one another.</p> <p>All those attending the conference agreed the presentation from the REO was very informative, particularly hearing about the kit available (BC branded gazebo, lap board &amp; bell, 200 plastic stakes, 20km tape, 3 sets of numbers)</p> <p>It was agreed Keith Evans (WM REO) should be invited to future Committee meetings.</p> <p>As a result of the conference, JP queried if prize money for WMCCCL league events was standardised and checked by league officials.</p> <p>ME confirmed the BC guideline is 1 prize per 5 riders and GS confirmed a grid to assist event organisers had previously been designed by Gerry Blackmoor and is still made available. The Committee agreed an event organiser should not suffer a loss, e.g. costly event hire charge could affect the amount of prizes given out, however, the guideline should be adhered to wherever possible.</p> <p>The Committee agreed the matter of prizes needs to be reviewed and guidance will be given at the event organisers' meeting, with support given by commissaires on the day if required.</p> <p>GS &amp; ME agreed to hold the event organisers' meeting again as per last year, date tbc, venue Halesowen A &amp; CC.</p>	<p><b>AB</b></p> <p><b>GS/ME</b></p>
<p><b>League events 2011-2012 update</b></p> <p>GS provided a summary of planned events to date (BC cut off is 10 May):</p> <ul style="list-style-type: none"> <li>• 8 league events have been agreed with Mid-Shropshire Wheelers, Lichfield CCC, Choose Cycling (2), Solihull CC, Welland Valley CC, Stratford CC and Coventry RC</li> <li>• 5 allocated dates are still to be filled with event submissions outstanding from Brereton Wheelers, Halesowen A &amp; CC, Redditch R &amp; P CC and Wolverhampton Wheelers (2 events)</li> <li>• Currently no league events are scheduled to clash with any NT rounds, although there is the possibility one of the Wolverhampton Wheelers rounds will clash with NT Round 1 at South Shields</li> <li>• DMe is organising the Midland Champs</li> </ul> <p>NB to chase the event form for WVCC which is outstanding.</p> <p>JP to follow up re: Redditch R &amp; P CC event date.</p> <p>DF to follow up with Halesowen A &amp; CC re: event date, confirming Geoff Dingley is no longer the organiser.</p> <p>The Committee agreed an additional entry fee of £2 per race would be required from non-league registered riders for the seniors, vets &amp; ladies categories and £1 for the junior category from the beginning of next season. Youth categories and below will be allowed to register throughout the season, or pay an additional £1 entry fee per race, if choosing not to register with the league.</p> <p><b>Race numbers</b></p> <p>The Committee agreed to carry forward this discussion pending a response from Waldrons.</p>	<p><b>NB</b></p> <p><b>JP</b></p> <p><b>DF</b></p>

Discussion:	Action:
<p><b>Website</b></p> <p>DF agreed to take this item forward and look at the options of taking over the existing site or establishing a new one.</p> <p>The Committee agreed administrator roles would be held by most; if not all members, to assist in quality controlling message posts etc, so it was not left to one or two individuals.</p> <p><b>AOB</b></p> <p>The Committee agreed to increase commissaire fees from £15 per event to £20 to reflect the increase in petrol costs. This change will be communicated to event organisers at their meeting.</p> <p>MH confirmed Stourbridge Velo were interested in organising a league event in the long-term and suggested they be invited to attend the event organisers' meeting and then shadow an experienced organiser to learn what was involved.</p> <p>DF currently experiencing email issues and therefore contact him via his mobile (07973 422473) in the short-term.</p> <p><b>Next Meeting</b></p> <p>To be held once the sub-committee have met with our potential sponsors and before the event organisers' meeting. Specific details tbc.</p>	<p><b>DF</b></p> <p><b>GS</b></p> <p><b>GS/ME</b></p> <p><b>AB</b></p>