

**Minutes* - Regular Meeting of the Board of Directors
of the Southern California / Nevada Cycling Association
February 2, 2026 - 7:30pm by Zoom**

ZOOM Account: 748 799 9883
Password: scnca

Invited: Chris Black, Melissa Locher, David Huntsman, Chris Hahn, Sean Wilson, Max Burgos, Dele Gomih, Rema Morgan-Aluko, Peter McDonnell

Present: Chris Black, Melissa Locher, Chris Hahn, Sean Wilson, Max Burgos, Dele Gomih, Rema Morgan-Aluko, Peter McDonnell

Absent: David Huntsman

Guests: Jeff Prnz

Link to [SCNCA Bylaws](#) ←

Call to Order at 7:32

Consent Agenda

1. Minutes of January 12, 2026 meeting (in BaseCamp) approved
2. Next regular board meeting set for March 2, 2026, 7:30, by ZOOM
3. Motion - \$1,000 for advertising on LACrits Feb 1 CBR livestream to be paid to Ray Marz – approved in BaseCamp.
4. Motion – Approximately \$300 for new race equipment (lap cards, radios radio batteries, selected in Chris Black’s discretion) – approved in BaseCamp.
 - a. Discussion of radio alternatives. Expensive digital radios are not that much better than the walkie-talkies we’ve been using. Chris B also considering digital lap cards, but can’t find inexpensive ones that are big enough. So just stick with replacing the physical cards. Rema asked whether there might be a benefit to spending the additional money on digital. So far, we’re not aware of digital ones that work enough better to be worth the money.
 - b. Max asked whether lap cards are something SCNCA is required to provide, or just a service we provide as a courtesy. Some promoters have their own, so this seems to be a courtesy.
5. Treasurer’s Report:
 - a. Previous BofA Balance at 5/5/2025 **\$18,343.51**

– Income

- Expenses

- Jorge C. (SoCalCup) (\$200.00)
- Luis M. (SoCalCup) (\$150.00)
- Rex R. (SoCalCup) (\$300.00)
- Kevin P. (SoCalCup) (\$200.00)
- Wyatt F. (SoCalCup) (\$100.00)
- Colleen G. (SoCalCup) (\$300.00)
- Kyle C. (SoCalCup) (\$100.00)

More So Cal Cup winner checks remain to be sent out.

- b. Current BofA Balance: **\$16,693.51**
- c. Previous Schwab Balance **\$74,499.43**
- d. Current Schwab Balance **\$74,585.61**
- e. Total BofA and Schwab Balances **\$91,279.12**

Discussion Agenda

6. NCNCA-SCNCA committee/True State Championship series progress update (Melissa). NCNCA's Brian Bucholz, and Melissa and Chris H have been meeting regularly and making progress on logistics. San Ardo will be road race; Manhattan Beach will be crit. The promoters are excited. We are working on a jersey.
 - a. Max asked what categories, and whether determined by promoter. Melissa: No, we are setting the categories. Promoters have agreed to: Men and Women elite, masters by 5 years increments, juniors. Max excited because Manhattan Beach hasn't had a juniors race in years.
 - b. Chris H asked whether Board members have an opinion on whether lower Cats, e.g. Cat 3's should have a separate jersey. Rema feels Cat 3's should get a jersey, this has been working here in So Cal. Will draw racers. Max doesn't want Cat 3 to siphon off juniors.
Chris B proposes 1 winner. Winner of the pro, 1, 2, race only. Gives lower cats motivation. Chris would also exclude masters.

7. Livestream Advertising report (Chris H / Rema)

- a. Chris H reported on the method of physically trying to gain emails and Instagram followers with the SCNCA tent and a table with qr codes at the race. It was ok, but not great. Not direct enough. **We should come up with a more direct method.** Huge enthusiasm generated on the day, especially from the stellar field in P 1,2 race.
- b. Rema reported on the social media side: 6 cents per view so far. Nick Bourgouin said in interview social is the best racing scene. Boosted Instagram by over 1000. During the pro race, 89 people left to sign up. Instagram followers increased by 5%, which is great. View on our Instagram went up 50%. Other big companies also considered it valuable and spent money to advertise their. Lyft; EF Education.
 - Chris B: Alfie not happy. He thinks that we paid for the livestream. So Alfie wants us to pay for his livestream. He doesn't understand that we paid or advertising. Ernie Sanchez (Murietta) thought it was great. Chris B, said to send us a proposal so we can advertise on his livestream. **We should decide whether we want to do this again/regularly or whether it was a one time thing.**
 - Sean asked what's the ROI, who are the people who have signed up? Potential racers, sponsors? Rema: If California is established as a racing destination, people will come. A majority of the traffic came from out of California. Don't know if we can find out from email addresses what state they are in.
 - Max: The proposition is, this is advertising, not sponsorship. So the premise is that the viewer numbers would be high. Sponsoring a livestream because that's good for the sport is different.
 - Chris H. Should we advertise on a livestream for Redlands? Sean: we've had trouble getting in touch w/ Ray Marz for livestream, **but he'll work on it some more.**
 - Chris B thanks Rema for her amazing work tracking the numbers and suggests **she prepare her numbers for a report we can publish on the website for transparency.**

8. SoCalCup Committee....

Chris B asks for volunteers for committee. Discussion followed re whether its important to continue. Virtually all SCNCA races were included as long as they used ontheday for registration. We require this for ease of tabulation. Chris B says it definitely keeps people in the catchment. They don't want to leave the area and lose opportunity for points. Max points out it also keeps people sandbagging as Cat 3's. Rema believes on the new website, upgrades are automatic once the points are amassed. Chris B says, all upgrades go through Trish and it still is not automatic. **Chris H volunteered to put a simple proposal together basically following the past, submit it to the board for yes no vote via Basecamp within a week.**

Rema points out the awareness was very low. **Rema will assist with the marketing. Max suggests a paper flyer at every race, to tape to the table. W qr code w/ link to the**

socalcup page. Jeff Shein confirms the website already has a socalcup page, which we can update and add to. Chris B points out SB road race and SLOWefg were not ontheday. Which is a bummer since SB road race is one of few road races. Max suggests a grant to promoters to cover ontheday cost to promoter, since we're requiring that.

9. Meeting adjourned at 8:31. Melissa moved, Sean seconded, all agreed to adjourn.

Public Comments - General Discussion

Jeff Prinz: people don't know who scnca is. We have to build our followers. Driving them to SCNCA as the official website, not socalcycling, which for example did not show SB County Road Race. We should be paying Julie, for all the social media she's doing.

Paying to advertise on Redlands livestream would be a waste. It doesn't get the viewership. Check the numbers. Murietta's crit does. Rema gave Ray our URL to post on the CBR 2 livestream on YouTube, which is very valuable.

SoCalCup. It has to be done well.

Chris B queried: should we make how each member voted at Board meeting transparent.

Options: Include it in minutes, provide a transcript, post the zoom video of the meeting (get all participants' verbal consent at start of the meeting).

Chris B also points out that Basecamp will work much better for finding things if, when a discussion starts to veer to a new subject, we start a new thread with the new topic as the title, rather than including the new topic as a comment on the old topic.

Alfie's Taylor Clifford memorial now conflicts with a san diego race that just came on the calendar. We should watch how this plays out and potentially work to avoid the conflict

Jeff Prinz: Roger Milliken, every junior races free. SCNCA should publicize this!