



PACELINE

**Alta Alpina
Cycling Club**

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Awesome Volunteers Deliver an Awesome Day

Michael Bayer, Challenge Director

The 2022 Alta Alpina Challenge

On Saturday June 25 the club's showcase event, the Alta Alpina Challenge: Riding the Wild Sierra, exceeded all expectations. I want to thank all the participants, sponsors, agencies, and most significantly the 77 volunteers (of which 49 are club members), who came together to make the day a success!

We had to overcome some very significant issues this year. Uncertainty a year ago about whether the Challenge would take place in 2022 delayed the start of planning, updating systems, marketing, and seeking sponsorship. Personal health issues at the start of the year limited my ability to get caught up. The rolling waves of Covid Omicron variants meant that we had to focus on recruiting riders from California and Nevada. In March, Alpine County informed us that we would have to headquarter the ride from a garage stall at the county public works yard instead of Turtle Rock Park which required 3 months of efforts to design and permit a field kitchen for this location and limited the event to 150 participants. Given this cap on our revenue, we had to slash the event budget and limit our marketing budget to \$600. Inflation significantly increased costs on all our materials and supplies but our insurance quote was about double last year and the cost of porta potties jumped from \$70/unit to \$265/unit (which worked out to almost half our projected revenue). Covid prevented a number of volunteers from helping out on June 25.

I wish I had room here to recognize the significant contributions of each and every volunteer who stepped up, got involved, and made an impact. However I do want to mention the contributions of a few key volunteers whose contributions stretched over many days: First and foremost, Jennie Hamiter who put up with boxes of gear, piles of paper, and every manner of disruption and who also handled many rider inquiries, helped lead training rides, recruited and managed the extended course communication team and radio network, coordinated delivery of water and gear, towed porta potties, and continues to help with a myriad of details. Bruce Eisner who staffed the rest stops for the training ride series, tracked down critical supplies, helped with multiple trips to Costco, staffed the same-day registration desk early on the morning of the event, and then spent the rest of the day covering the Canyon water stop for a volunteer who tested positive at the last minute. Jordan Brooks who moved most of our gear and water to and from Turtle Rock Park. Judy Guinn who worked four straight days in the kitchen at Turtle Rock Park. Frank Dixon, Peter Woods, Pete Costa, and Bruce Pauly who also helped tow porta potties to or from Reno in addition to other assignments. Chris Cherrix who helped with the training series, and set up signs, gear and porta potties all over the first half of the course in the early morning hours before staffing the Blue Lakes Checkpoint. Jim Wire who towed a porta potty and moved signs before and after his day at Kingsbury. Tony Parenti and Lyn Willoughby who helped with the Training Series in addition to their June 25 posts.

Ultimately hard work, creative strategies, and a lot of persistence paid off. We were able to use Turtle Rock Park after all, we had a significant number of same-day registrations, we found creative solutions to bring down the cost of insurance and porta potties, we negotiated discounts and sponsorships, and we shopped for deals.

CVMC, StorAll, Bike The West, Smiths, Alpen Sierra, Bike Habitat, Blue Zone, and Shoreline of Tahoe all made significant contributions.

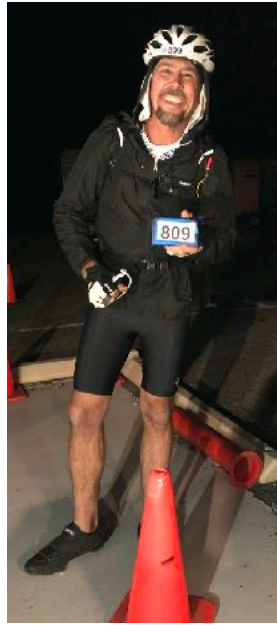
This ride changes people's lives. Some were riding their first organized ride and others were going for their PR on the 8 pass route, but for just about everyone this day represented one of the greatest challenges and adventures of their lives. Plus the club earned about \$6000. Members of Alta Alpina should be very proud indeed!

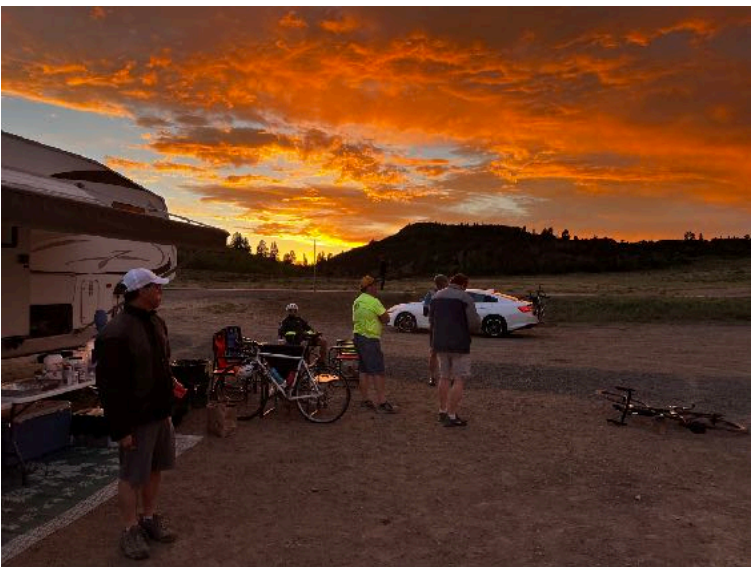
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Alta Alpina Challenge: Riding the Wild Sierra June 25, 2022







Presidential Posting

Bruce Eisner, President

Summer is here with the arrival of hot days, wildfires on the west slope bringing smokey skies, the Alta Alpina Challenge in the rearview mirror and the Death Ride just behind us. Don't we all know that finding that ideal window to ride in clean air and mild temps is often more art than science. A good bet is a club weekend ride, the Tuesday MTB ride, or any other rides posted by members.

While Nigel is enjoying winter in New Zealand, we have our long days to enjoy cycling and other favorite hobbies. Nigel and I switched roles last week with the Board's blessing; so he is now Vice-President and I have become President. My near-term focus is to facilitate a discussion about how the Club raises sufficient funds to meet its objectives and help chart a path for the future.

During the past 14 years revenue from the Alta Alpina Challenge has been our primary source of income, with membership dues (101 individual members and 24 family memberships in 2022), and clothing sales generating lesser money. This year the Challenge had 142 registrants (but probably closer to 100 actual riders). We did generate a profit (around \$6,000). And while it is true double century riders pay the highest entry fee, the reality is about 1/3 (49) registered for the 200-mile, 8-pass.

In recent years fires, floods, smoke, and a pandemic have made the task of holding the Challenge even more daunting. Notwithstanding the perils we face, Michael Bayer's event production skills and the hundreds of volunteer hours by countless members (and non-members) have allowed us to produce the event with 3 exceptions and generate sufficient funds to carry on our basic activities.

Can we continue with the same revenue model as we have into the future? I am concerned about our reliance on a single person to produce the event and the financial risk we take if the event cannot be held due to circumstances beyond our control. In the coming months the Club leadership will review the Club's finances and analyze options for generating income to support our activities.

The Challenge, or a variation, may well continue, but only after hearing from the Challenge volunteers and our members and deliberation by the Club board. A survey will be sent to all Challenge volunteers from the past several years to hear directly from them. With their feedback we can assess if we have the volunteer base to produce an event in the future and whether the financial reward is worth the risk.

Separate from the volunteer survey, I encourage all members to share their perspective with me about: what they value from their Club membership, any and all thoughts about the Club's signature Challenge event, and ideas on non-Challenge revenue options. Email me at president@altaalpina.org. I look forward to hearing from you.

Happy riding!

Upcoming Rides—July

Leon Malmed, Weekend Ride Coordinator

There will be fast and social pace versions of our weekend rides—just show up and join the group of your choice.

Tuesday, July 19, 2022 — Tuesday Evening MTB - Big Meadow to Scotts Lake and post-ride BBQ

Meet at 5pm at the Big Meadow trailhead parking lot (Tahoe side of Luther Pass) for a 10-14 mile loop.

Saturday, July 23, 2022 — Challenge Staff Ride and Dinner

All Challenge volunteers are invited to ride the staff ride on Saturday and/or join us for the after-ride dinner. **Note:** Volunteers are still needed for the staff ride rest stops.

Sunday, July 24, 2022 — Second Highway Cleanup

We'll meet at Turtle Rock Park community building at 8:00am and spend an hour or so cleaning the highway roadside of litter before riding either Monitor or Ebbetts, whichever the group prefers.



Board Meeting Minutes—July 11, 2022

Secretary: Michael Bayer; Other Board Members: Bruce Eisner (Vice-President); Allen Forbes (Membership); Jennie Hamiter (Assistant Treasurer); Nigel Leigh (President); Carlo Luri (Advocacy); Mel Maalouf (Junior Team); Bill Magladry (Treasurer); Leon Malmed (Weekend Rides); Jim Sadilek (Website); Gregg Westerbeck (Social Media); Joseph Whitely (Race Director)

Meeting held by Zoom Call

Meeting called to order at 6:01 pm

Minutes of the June meeting approved as presented. [Jennie|Leon|Unanimous]

1. Monthly Status Reports:

- **Fall Century:** Dave reports that he can hold the ride on either October 2 or October 9. The board agreed on October 2.
- **Adopt A Highway:** Jordan is moving the next highway cleanup to July 24 to accommodate the staff ride on July 23.
- **Treasurer:** Bill reported that as of June 30 the working checking account balance was \$8,264.90 and the Paypal balance is \$31,093.50. Since then we've been paying bills for the Challenge and Jennie moved \$15,000 out of PayPal. So as of July 11, the checking account balance is \$18,433.00 and the PayPal balance is now \$16,093.50.
- **Membership:** There have been two new junior members since the June meeting. DRTS honorary members will be added to distribution list for newsletters and rideboard postings.
- **Weekend Rides:** Leon reports good levels of participation for recent rides. He suggested that we should add "smoke" to the rideboard form and recommend check for updates.
- **Weekly MTB Rides:** Nigel reports large groups (14 for Star Lake) for recent Tuesday rides. Jennie will take over organizing rides for the rest of the season with the help of Chris Cherrix and Jim Wire.
- **Social Media:** Gregg reports that he has wrapped up posting for the Challenge and is now posting weekly rides and races for the club Facebook account. Bruce mentioned Tahoe Weekly published something about Challenge but it was based on outdated details.
- **Newsletter:** Next newsletter is planned for July 18 release. Presidential Posting, Race Results, Blurb on Nationals from Leon all needed by the end of the week.
- **Website:** Jim reported that he worked with Bruce to update the inventory of jerseys on the website. He will update the highway cleanup date.
- **Insurance:** Michael briefed the board on LAB event insurance and NOHA insurance which is actually only available on an annual and semi annual basis.
- **Clothing:** Bruce sold two items and received payment by check. He'll hand that check off to Bill on Tuesday.
- **Weekly Road Races:** Joseph thanked everyone who helped with the races while he was traveling. He is working to move the next criterium from Starbucks back to the old crit course. Joseph has checks and cash to hand off to Bill. He'll get the results to Michael for the newsletter.
- **Pinenut Cracker:** Carlo discovered that his accountant was the person who purchased a section of the existing course as reported earlier. This individual indicated that re-opening the course is not out of the question.
- **Spring Century:** No Update.
- **King of Kingsbury Time Trial:** The possibility of a 2023 edition were discussed.
- **Bike Advocacy:** "Lower Clear Creek" and "Indian Hills Loop" trails with new trailhead at James Lee Park to Jacks Valley School. 8-9 miles of new single track. Doesn't see much snow so it should be good for shoulder/winter rides. More on Stephanie Lane project next month. Douglas County now updating the 2003 trails plan (distinct from Bike/Ped plan). Stakeholder input meetings are expected once they hire a consultant to manage the process. Carlo also reviewed progress that has been made based on the existing Bike/Ped plan. In separate news, he reported that the East Sierra Trails Conference will be held in conjunction with NDOT Bike/Ped conference in Reno in November.
- **Junior Team:** Carlo reported that there are 16 coaches and 41 student athletes (about 25%



from Carson Valley).(Decline from last year based on higher fees.) 5 events planned. TT plus 2 races in Sept and 2 races in Oct. Two official practices per week from now to end of the season in October. Corral, Fountain Place, and Tahoe Mountain are primary places for practicing. Indian Hills will be added when it gets a little cooler.

- **Mixed Terrain:** No Update.
 - **Death Ride Training Series:** A big thanks to Bruce Eisner for taking on the support station role for the ride series. It was concluded that for this series to continue, the involvement of the ACCC is needed to promote it.
 - **Challenge:** Michael reported the preliminary financial results of the 2022 Challenge event. Approximately a third of the participants were signed up for 8 Passes and they represented about half the revenue. The next largest group was Metric riders followed by Brush With Death riders. Based on the invoices already paid and amounts budgeted the profit is expected to be around \$6000. Two items affecting the final numbers that the board needs to determine are reimbursement policy for those looking for reimbursement for driving and coverage of Michael's administrative expenses over the year. The board agreed that the new policy for automobile and truck driving expenses will be reimbursed at 30¢/mile over the distance recorded by the volunteer. [Nigel | Michael | Unanimous]. The board decided to pay Michael \$1500 again this year for administrative expenses [Bruce | Nigel | 5 Ayes, Michael abstained].
2. **Staff Ride:** The board agreed to invite those who have credits to a future event to ride the staff ride. Frank Dixon volunteered to host the Monitor location of the staff ride. Additional volunteers are still needed.

3. **Future of the Challenge and Postmortem:** Bruce asked that no commitments should be made regarding an event in 2023 for the time being. Michael agreed and pointed out that commitments for 2023 need to be made very soon if a 2023 event is to be successful. Marketing and sponsorship efforts started too late over the last few years and this has lead to reduced profits. Carlo indicated that he doesn't believe the club should take the risk of hosting events and instead members should be funding the club. Bruce stated that he has heard feedback from members that the Challenge doesn't generate enough profit and he would like to survey volunteers for their feelings about the event. Michael pointed out that he has demonstrated that the Challenge can be profitable even with smaller post-pandemic levels of participation and a much smaller crew of volunteers. Michael questioned how much profit is needed for the event to be considered a success. Frank and Bill will meet to figure out how much fund raising the club needs to do. Bruce and Michael will work on survey questions.
4. **Death Ride Volunteering:** Allan is organizing the team at the Bib Check which goes 5am-noon. Carlo is at TRP with the NICA team doing bike valet. Both groups are likely to see a donation coming into the club. In addition Jim Sadilek and Michael Bayer are volunteering for other duties during the day.
5. **Appointment of President & VP:** The board voted to appoint Bruce Eisner as President [Bill | Nigel | Unanimous] and to appoint Nigel Leigh as VP [Michael | Bruce | Unanimous].
6. **Next Meeting:** Monday, August 8, 2022, 6 pm, Jethros in Gardnerville.
Meeting adjourned at 9:07 pm.

Local Merchant Discount Program

For discounts from these local merchants, please visit the AACC website at www.AaltaAlpina.org





Alta Alpina Cycling Club

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Minden, NV 89423 877-845-BIKE
www.AлтаAlpina.org

MARK YOUR CALENDARS

Challenge Staff Ride Sat, July 23
Highway Cleanup Sun, July 24
Tim Rowe Memorial Fall Sun, Oct 2
Century
Thursday Night Races every Thu @6:00

MOVED? GOT NEW CONTACT INFO?
Have you moved? Has your e-mail address changed?
Don't miss out on the latest AACC happenings!
Send your new contact information to :
membership@altaalpina.org

Alta Alpina Cycling Club Board Members

Bruce Eisner	President	president@AltaAlpina.org	877-845-2453
Nigel Leigh	Vice President		775-267-7089
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Carlo Luri	Bicycle Advocacy Coordinator	altaalpinaNICA@gmail.com	775-720-0754
Michael Bayer	Alta Alpina Challenge Ride Director	challenge@AltaAlpina.org	877-845-2453
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Chris Cherrix	Spring Century Coordinator	springcentury@AltaAlpina.org	
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Michael Bayer	Paceline Editor	paceline@AltaAlpina.org	877-845-2453
Gregg Westerbeck	Social Media Coordinator	social@AltaAlpina.org	650-276-6951
TBD	Volunteer Coordinator	volunteer@AltaAlpina.org	

The club is about and for you! All AACC members are welcomed to participate in our **Board Meetings** typically held the **first Monday of each month at 6:00 pm.** In-person meetings alternate between the Carson Valley and South Lake Tahoe.. Join us on **August 8** at **Jethro's** in the **Gardnerville Ranchos.**

Newsletter Publisher:
Michael Bayer