

## Tom Keane

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**From:** owner-icb@skatecity.com on behalf of Tom Keane [tkeane@world.std.com]  
**Sent:** Sunday, January 16, 2000 4:40 PM  
**To:** ICBList  
**Subject:** [icb] ICB Planning Group Meeting Minutes 01/16/2000

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ICB Planning Group Meeting Minutes 01/16/2000

We reviewed the following team plans (who presented):

- TeamICB (Susan Mix)
- Midweek on the Minuteman (Steve Leiker & Amy Beeman)
- Monthly Social Skates (Nancy Gold & Sharon Hubbard)
- Fitness & InLine Technique (Sara Bolton)
- Sunday Morning City Skates (Scott Rybarczyk)
- Web site (Susan & Cheryl Magadieu)
- TNT (Robin Travers)

We also covered:

- Easter Seals Event May 21
- Doin' the Team Shuffle
- Dates for Next Meetings

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• Attendees

Robin Travers, Susan Mix, Kenn Sunshine, Jon Scarlet, John Zarba, John Wichers, Cheryl Magadieu, Sara Bolton, Steve Leiker, Elizabeth Engle, Sharon Hubbard, Scott Rybarczyk, Amy Beeman, Bette Scarlet, Marshall Randolph, CB Loeb, Sandy Tavilla, Kevin Donohoe, John Wardley, Mary Wardley, Nancy Gold, Tom Keane

Team Plans:

- TeamICB (Susan Mix)

Discussed sponsor recruitment efforts. Have several interested parties. If you know of any company that might want to trade some cash and/or appropriate product for a spot on our team uniform, please contact Susan Mix at smix@smix.com

JZ noted that we should try to make sponsor arrangements multi-year, if possible.

Team practice will be held this year one weeknight a week at 7pm or so .. perhaps Wedn. at a location skateable off the Minuteman so that MOM attendees can check it out if they want.

Mon. and Thurs. also being considered. John Wichers suggested we start early in the season (before snow gone) with dry-land sessions.

Still need: large, lighted parking lot for team practice. Will trade

company logo on uniform and listing on web site for use of good space. Again, contact Susan with any good ideas, or better yet with the name of the party within your company who can approve the use of the space. Locations on 495 are generally felt to be too far away for people to drive to. On or inside 128 would be best.

- Midweek on the Minuteman (Steve Leiker & Amy Beeman)

Only major planned change this year is to start in Arlington Center at 6:30 rather than Lexington.

- Monthly Social Skates (Nancy Gold & Sharon Hubbard)

Several ideas were discussed. The Memorial Day Nantucket trip is shaping up well, and may have to be capped in attendance at 20, perhaps more if we can find more housing. A real estate agent contact was brought forth.

A night skate/barbecue along the Cape Cod Canal was suggested instead of the day skate we've had in years past, and the idea received strong support.

Tentative dates: 4/15, 5/6, 6/24, 7/15, 8/6, 8/26  
Martha's vineyard trip either Columbus Day wkend or the one after.. nice to have 3 days, but costs more.

- Fitness & InLine Technique (Sara Bolton)

Sara noted that she'll welcome your assistance with the program, as she's only attended one! Each date will be skill-building focused, and will have warm-up/stretching, a skills session, and perhaps some practice racing. Venues will vary, with Wompatuck, the Bedford college site where we've had the Matzger WS, and the Reservoir at Indian Hill Rd. each possible locations. Sara also noted the possibility of having guest coaches put on special workshops, and that Robin Travers would be helping out with yoga, as Irene's schedule sometimes makes it difficult for her to attend.

Tentative dates: possibly 2nd Saturday of each month, except May, where will be third Sat. April date to be determined.

Comments can be addressed to Sara at boltsara@aol.com

[The Eddy Matzger WS will be the weekend of May 13-14, and is sold out. There is also a WS in Stonington, CT on Memorial Day, Philadelphia, etc. More info at <http://www.skatecentral.com>]

- Sunday Morning City Skates (Scott Rybarczyk)

Scott noted that Lori was teaching snowboarding and unable to attend the meeting, but that hopes were high for a great Sunday Morning skate season. A suggestion was made to

keep the pgm operating longer into the fall this year, and seconded by the group. Several suggested coming up with a "sexier" name for the program, but the actual suggestions made were found wanting. Any further ideas can be sent to Scott at smrl@MIT.EDU

A suggestion was made that both MOM and SMCS attempt to incorporate a 5 minute skill workshop during the skate, at least at the beginning of the year. Curbs, balance, skating over obstacles and speed management/stopping drills seemed like good choices.

- Web site (Susan & Cheryl Magadieu)

Cheryl and Susan reviewed a couple of major projects -- a design overhaul, and a new "places to skate" section. Each project is large, so they're making progress when they have time. Prospective page editors with html skills can contact Susan at smix@smix.com

Visibility to search engines was discussed. It's gotten better but is always a challenge. Cheryl mentioned re-working the meta tags so not every one is the same. CB noted that she had some software that had tips about how to make your site visible to each search engine. Kenn talked about using "Burst Media" or some similar company to manage getting ads for us. Currently there is no active search underway for ads, but we are offering them to potential team sponsors as 'another' service we provide.

- TNT (Robin Travers)

Robin blew us away with a very professional A/V presentation of the plans for MA-TNT this year. Counting our ICB member TNTers, ICB this year had more people complete the full 86-mile A2A skate than any other club in the country! We also helped raise lots of cash for the Leukemia Society.

One key feature of this year's efforts will be a stronger focus on recruiting people to skate the 38-mile version of A2A, rather than focusing on the 86-mile version. This might help expand the program to more non-ICBers. Robin also mentioned formalizing an arrangement to have non-ICBers that sign up for TNT get sponsored club memberships for a year.

We also agreed that we would add a TNT page to the ICB web site alongside the current A2A pages.

- IISA/Easter Seals May 21 "Skate of the Union" festival. (Jon Scarlet, Susan Mix, TK, Kenn Sunshine, Sarah Curi, Robin Travers, Otto Weiss working on so far.. let me know if you're interested in helping out.) Location will be U Mass Boston. Next meeting is tomorrow, Jan. 17 at 7pm. A variety of interesting ideas were suggested that we can bring up Monday.

- Doing the Team Shuffle

As you may have noticed from the names above, we have some new Team Leaders for 2000. This is great! The former team leaders then have a chance to rotate to other responsibilities and start other programs. We've got the strongest management team in our 8-year history, and I'm confident that the club is better positioned than ever. As such, I will be stepping down as President in April, after 3 years in that role. John Zarba is also stepping down as Vice President. Nominations for P/VP should be sent to Jon Scarlet, head of the Nominating Committee, at [jbscar@ziplink.net](mailto:jbscar@ziplink.net). Nominations should be submitted preferably by Feb. 12. Jon will then contact the people nominated to see if they would be willing to run. Campaigning would be in March, and elections will be held at the April Skate Jam.

Topics for next meeting Feb. 13 (yes, V-Day)

- May 16 Cambridge on Wheels after-work roll (Otto)
- Community outreach, modeled on our River Festival participation, targeting Brookline and Arlington. (Otto, Tom, et.al.)
- Basic skills workshops - likely one in June and one in July, building on the Easter Seals event in May. (along with FIT - Sara)
- Possible training race series at Devens (John Wichers, Aims, et. al.)
- Welcome Wheels broadening to all activists
- ICB table one day a person a year idea (Mark S. & Steve L.)
- Night skates (Scott Klemm, Damon Poole, Otto Weiss)
- Skate Patrol (Otto Weiss)
- Publicity (Jon Scarlet, Amy Shafer)

Homework:

- prepare to present info on topics above, if you're listed. please appoint someone to represent you and your team if you can't make it)
- please send written team plans for the year to Susan for web site posting. These are standard format, structured overviews to help the group learn how they can participate and support the team and the program. There are samples on the web site at <http://www.sk8net.com/about/teamlead99.html>

• Dates (& Time) for Next Meetings

Sundays, Feb. 13, March 26

The "formal" part of the next meeting will begin promptly at 10 a.m. Bagels and coffee will be available at 9:30. Please plan to arrive at 9:30 if you would like to get a bite and socialize prior to the structured meeting. Meeting ends at noon.

Questions and notes of omissions -- email me at [tkeane@world.std.com](mailto:tkeane@world.std.com)

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For help with the ICB list, see <http://www.sk8net.com/about/maillist.html>  
For up-to-date ICB info, call 781-932-5457 or see <http://www.sk8net.com/>