

Strategic plan for ABC over next 1-2 years.

## GOALS

- 1) Make ABC visible to clubs and riders. Re-define the face and goals of the ABC
  - (a) New Website
  - (b) New Facebook/Instagram
- 2) Appoint Board members
  - (a) Board members will be representative of Arkansas cycling as a whole and include the entire state and all types of riding
  - (b) Revise bylaws to reflect current practice
- 3) Make the ABC members more accessible to clubs and riders and provide an avenue for suggestions and communications.
  - (a) Slack
- 4) Define place/position within the USAC as their goal and our income will be changing.
  - (a) Develop a new source of income to facilitate mission of the ABC
    - (i) Event?
    - (ii) Sponsor?
- 5) Elevate and standardize the Arkansas state championships for Road and CX
  - (a) Standard Categories for championship races
  - (b) Start to set Championships for 2020 year
- 6) Engage the local organizations to see what the ABC can provide for them.
  - (a) What standard things do we all need that maybe the ABC can help with
    - (i) Purchased WIFI hotspot and pads for electronic registration.
- 7) Bring clubs together to help coordinate and facilitate bicycle events in Arkansas
  - (a) Annual Meeting 1/25 1PM
  - (b) Introduce board members
  - (c) Introduction of clubs and representatives
  - (d) Present working budget at meeting
  - (e) Review new social platforms at meeting
    - (i) Facebook
    - (ii) Website/event calendar
    - (iii) Instagram
  - (f) Discussion on 2020 State Championship events
  - (g) Discussion on all 2020 events
  - (h) Open discussion on how the ABC can benefit clubs or what the clubs would like to see.