

1. The meeting started at 6:45 PM

In attendance: Jerri-Ann Meyer, Paul Goldstein, Mark Eliot, Sue Young, Corinne Winter, Greg McPheeters, Jack Miller, Gary Brustin, Celia Chung

2. There was no public comment

3. Consent agenda: The consent agenda is a new set-up for items to be approved expeditiously. Items may be pulled off the consent agenda for separate action/discussion. The January meeting minutes were the only thing on the consent agenda. Paul motioned, and Mark seconded approval of the minutes. The minutes were approved unanimously by all present Board members.

4.1 President's report

Jerri-Ann made phone calls to people who made significant donations to thank them. The Fundraising Committee should keep follow-up thanking in mind as they work on asks. Let Jerri-Ann know if/when she should make personal phone calls to thank major donors.

Jerri-Ann may become Mountain View's representative to the VTA BAC, so another alternate for SVBC's representative (Corinne) may be needed. The alternate would only need to attend a couple meetings a year. It doesn't have to be a board member, let Jerri-Ann or Corinne know of any potential candidates.

4.2.1 Board Development Committee report

Jerri-Ann and Sue attended a workshop sponsored by Center for Excellence in Nonprofits (CEN) on "Exceptional Boards: Putting Principles into Practice", and handed out copies of the workshop handouts to all the Board Members. Milpitas-based CEN is a resource for non-profit boards and executive directors development. Corinne is also on their ED roundtable. SVBC is now a member, so any of the SVBC board members can attend CEN events at a member discount.

4.2.2 Finance Committee: David was absent; Corinne will cover under 4.3 "Financial Report."

4.2.3 Fundraising Committee report

Jerri-Ann asked for lists of individuals or companies who would have an interest in SVBC/bike issues, and would be able to give. Ideally, we would do a couple of 'asks' in March before tax season. BTWD is short \$30K at the regional level, due to economic downturn. If anyone has any names/contacts for corporate sponsors (\$6K minimum), let Corinne know by the last week of February. The FC is also planning a black-tie/tights affair fundraiser, and seeks people/event organizers to help with the event. SVBC is getting two grants: \$10K from Yahoo for the Bike Exchange Tools and Container; \$10K from Community Foundation for San Mateo County. We've also applied for a \$5K grant

from Mountain View REI. Greg and Jack are developing the 2007 annual report that will be submitted as part of a grant application.

4.2.4 Policy Committee: has not met, but have had email discussions. Mark is also working on an outline for establishing policies.

#### 4.3 Financial Report:

Our cashflow is tight this month. Webcor owes us a check, and if it does not clear, SVBC may need a loan to make payroll.

#### 4.4 Organizational Update:

Photo headshots are needed for some Board members for the website. We also need to upload archive Board meeting minutes and public documents such as the by-laws, etc. Celia and Jerri-Ann will work with Maiki on this. The Communication/website meeting will be held on Feb 28, open to all members. Corinne introduced Basecamp / groupHub interactive online software/website to better manage flow of info, electronic voting, projects and discussion, and urged all Board members to sign in, check it out and start using it, especially for committee work.

#### 4.5 Program Update:

Corinne asked for Board direction regarding tabling at events. SVBC gets lots of invitations to table at corporate fairs and at ride/events, but due to lack of resources, cannot appear at all of them. Board discussion looked at the two types as an apples and oranges comparison: some can bring more members; others bring more money. The priority would be to limit to events where we get big tables. The BAMF film festival needs SVBC tabling volunteers March 14-15, contact Corinne if interested.

Webcor is giving us \$5K for the Share the Road campaign, with a focus on Sand Hill Rd/280. Bikes Belong and Specialized Bikes are hiring SVBC to develop a toolkit.

#### 5. Creating a Dashboard:

Jerri-Ann and Sue floated the idea of a dashboard system to monitor goals, essentially one-pagers that list activities, goals/milestones and challenges/issues. It's not meant to be a one-person effort, and most of the work is in the set-up rather than the maintenance. It's used for tracking, to alert Board when something needs attention. Send Jerri-Ann and Sue ideas, and they will develop a prototype for the next meeting.

#### 6. Advisory Board

Gary is the only one with experience: he's been on an Advisory Board for 4 months. The value of an AB is what you want to get out of the members, usually their expertise. It's usually a compliment to be asked to be on an AB, and it's a very minor time commitment, a few phones a year when the group wants the AB member's advice. (It's like on-call advice for staff to use a resource. Sometimes an AB member is invited for marquee value on letterhead. The AB typically doesn't have meetings. We need to figure out how many people we want on the AB (quality vs. quantity), and what type of advice we're looking for, i.e. financial planner/CPA, etc. AB terms would be at Board discretion.

Jerri-Ann and Paul will work out more details and present at the next Board meeting.

7. Closed session: 2007 performance and salary review for the Executive Director.

The meeting adjourned at 8:35 PM