

November 14, 2007 SVBC Board meeting minutes

Called to order: 7:07 PM.

ATTENDANCE: Greg McPheeters, Chris Lepe, David Hoag, Ellen Fletcher, Paul Goldstein, Celia Chung, Corinne Winter, Jerri-Ann Meyer, Anne Ng (later),

MINUTES: Paul suggested some minor clarifications. Paul moved, David seconded. All Board Members present, except Jerri-Ann who abstained, and Anne Ng, who had not yet arrived, approved the minutes.

MEMBERSHIP REPORT: Anne had emailed the membership report earlier, but had not yet arrived.

ED REPORT:

Corinne attended the first BTWD planning meeting. SVBC will organize a bike street art project as part of the Amgen Tour in Palo Alto. The artwork will be displayed, judged and auctioned off the week before, with proceeds coming to SVBC. Corinne asked Board members to let her know if they knew anyone who would be interested in participating in the art project.

(Anne Ng arrived.)

A Winter Party sponsorship document was created, listing different benefits for different levels of sponsorship; it will be sent to Board members who should coordinate with Corinne or Celia whom they plan to solicit, to avoid duplicate solicitations. The Concept Cyclery store opening BBQ in Morgan Hill was successful. The VTA Board approved the Mary Ave/I-280 Bridge, and is keen to fund more bridge projects. Martin Delson attended the Willow Glen spur trail meeting on Nov. 13 representing SVBC. The next meeting with an elected official is Nov 20 with Ken Yeager to talk about the MTC RTP funding. Gladwyn will be there; Jerri- Ann and David said they would try to go.

California Bike Coalition meeting with Will Kempton, Caltrans Director. Paul attended by phone. Will Kempton was very supportive, saying “We need to make bike/ped an integral part of all Caltrans projects” and promised to push for change in Caltrans culture and processes in the next three years.

A general membership meeting was held on November 12. The most intriguing idea proposed there was to offer free memberships. The Board discussed the current member benefits, and considered the potential impact to cash flow vs. membership growth.

ENDS

Greg presented the draft Ends Policies for 2008, based on the October board retreat discussions: 1) Coordinate and work with SVBC members and volunteers to effectively advocate for issues that further SVBC's mission. 2) Operate the organization in a sustainable manner 3) Integrate San Mateo County into SVBC.

The Board discussed how to have a web of advocates that would be more involved and active in advocacy at the local level; how to make the activities more fun; and having a target of 20% increase in membership. The concept of fun was tied to building bike culture and persuading more people to bike because it's fun, rather than SVBC simply being a 'partying' outfit. End # 2 sounded more like an operating principal rather than an actual End. Ends are meant to be targets by which the Board evaluated the Executive Directors. After some wordsmithing, the Board agreed on the following second draft of the Ends:

- 1) Expand and enhance the network of advocates.
- 2) Integrate San Mateo into SVBC
- 3) Focus on making SVBC a visible, fun, worthwhile group for membership.

Greg would write up and expand the Ends to be circulated and voted on by email by Nov 18.

BUDGET

The proposed 2008 Budget was presented. Board had not seen it previously. It calls for a doubling of the total budget, with 3.5 staff members, and aggressive fundraising targets from individuals and corporations. Jerri-Ann moved to approve the budget, with quarterly revisiting of the budget. Paul seconded. The Board approved unanimously.

USE OF LETTERHEAD PROTOCOL

Issue arose as the San Mateo chapter (former PBPC) members wanted the letterhead to send a letter to Caltrans. The Board clarified that the letterhead was only to be used by the ED and Board members in conformance with previously approved policies. Any other letters sent out on letterhead would require Board review and FYI copies. However, a Board vote is not needed if the ED approves the letter. This issue will be partly resolved after the December board elections when there will be San Mateo county representation on the Board.

WINTER PARTY

Celia, Shelly and Corinne are organizing the party with the help of active volunteers, who have secured auction items including several bikes, cash, beer and some food. Celia will conduct a site visit after Thanksgiving to figure out the rest of the logistics. There will be an additional call for volunteers to help out before and at the party, as well as the loan of equipment.

The meeting was adjourned a little before 9 PM.

The next board meeting is scheduled for 6:30 PM on December 20.

Respectfully submitted,
Celia Chung, Secretary