

SVBC Board Meeting Minutes

Date: December 18, 2008

Location: Stanford University, Palo Alto, CA

Present: Jerri-Ann Meyer, Chris Lepe, Jack Miller, Paul Goldstein, Sue Young, MaryAnn Levenson, Greg McPheeters, and Mark Eliot

Absent: Celia Chung, David Hoag, and Gary Brustin

Staff: Corinne Winter

Guests: Jim Parker, Lorri Lee Lown

Meeting called to order at 6:41pm by Jerri-Ann

Public Comments. The meeting was opened for public comments. No comments.

Agenda Review. Request to add page numbers to agendas. Request to put a copy of the Implementation Plan on the website and to send out to board members.

November Minutes.

MOTION by Paul to approve the minutes of the November meeting, seconded by Sue, motion passed with unanimously.

Peninsula Committee (PC) Report. PC members generally like the new Broadway Bridge. PC members have learned that the Willow/101 interchange will be reworked soon and will work to provide input. Caltrain Working Group had their first meeting. PC is planning a fun ride for the month of January.

Policy Committee Report. Paul reported general satisfaction with some recent successes. County Roads Encroachment Permit changes have been pulled from the Board of Supervisor's agenda. El Monte "No Bikes" stencil has been ground off. Both of these successes were attributed in large part to the success of the new "working group" model and online website tools among other things. Caltrain working group has 6 members and held their first meeting. Policy Committee commented on the MTC regional bike plan. Most comments on the plan were related to how funding gets programmed/distributed to the counties as this was not well defined in the plan.

Finance Committee Report. Paul reported that assets are looking better than they have in previous months but that we shouldn't get too comfortable with this. It was noted that SVBC spent significantly over budget this past year on printing related expenses, this may be due in part to our membership growth (more Spinning Cranks to print/mail). Our Annual Appeal letter has brought in \$7,000 so far, which is slightly ahead of last year.

Fundraising Committee Report. Jerri-Ann reported that the fundraising committee met and had completed a first draft of the Fund Raising Plan. The Plan was reviewed briefly, the final draft is expected to be complete in February. Neither the budget nor the funding

plan include a funding “reserve” as discussed when we approved the 2009 budget in November. The committee will talk more about this. Mark reminded the board that the 2009 implementation plan includes every board member attending at least one CEN program on fundraising.

ACTION for Fundraising Committee to discuss funding reserve and include in the plan.

Officers. Officer roles were reviewed. After some discussion and review of specific roles, officers were identified as follows:

- President: Jerri-Ann Meyer
- Vice President: Greg McPheeters
- Secretary: Mark Eliot
- Treasurer: Jim Parker

MOTION by Paul to vote on above slate of officers, seconded by Jack, motion passed unanimously.

Board Committees. Board Committees were reviewed. Board members were tentatively identified to serve on the various committees as follows:

- Fundraising: Greg, MaryAnn, Lorri, Jack, Sue, Jerri-Ann, Jim
- Finance: Paul, Jim, Gary
- Policy: Mark, Paul, Jerri-Ann, MaryAnn
- Nominating: will be reconvened in the fall

Staff Committees. Corinne noted that there are many staff committees and that board members are encouraged to participate as much as they are able. It was noted that staff committees are under the charge of staff, and that board members working on these committees report to staff as any other volunteer.

Bylaws Subcommittee. Gary has expressed interest in this, Paul and Mark will work with him on this task. In particular, we would like to modify the bylaws to allow for online voting and to provide greater flexibility in implementation of the annual Winter Party.

Staff Report. Winter Party had 140 guests and 35 new members, 10 of which were from event sponsors. General consensus was that the event was a great success given the amount of energy we put into it following our Donor Event in October. Most agreed that there was too much talking, that the music was a bit loud for many of the guests, and that Greg could have been more aggressive with his financial pitch. SVBC membership is known to be at 700+ but a full membership report was not available. SVBC is still on track to receive \$30,000 for assisting with the San Jose Diridon Station Area Plan. The Bicycle Exchange has repaired over 380 bikes for the year, and a recent sale of repaired bicycles netted about \$10,000, enough to fund the program’s operating expenses for the year. Staff’s “Communications Strategy Document” was discussed for some time, with many board members expressing confusion that the document as titled suggests that it encompasses all communication modes of SVBC, but that the scope of the document excludes many established communication streams including the Spinning Crank. It was

suggested that we begin referring to the Bulletin as the Spinning Crank and most seemed to think that this would be appropriate.

AGREED that January Board meeting would be on January 22nd.

Meeting adjourned to private session at 9:10PM

Respectfully submitted,
Greg McPheeters