

SVBC Board Meeting Minutes

Date: June 25, 2009
Location: Stanford University, Building 170, 2nd Floor Conference Room

Present: Jerri-Ann Meyer, Paul Goldstein, Sue Young, Jim Parker (arrived 6:58pm), Greg McPheeters, Ryan Kaufman, and Mark Eliot
Absent: Jack Miller and Gary Brustin
Staff: Corinne Winter
Guests: None

Meeting called to order at 6:43pm by Jerri-Ann.

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

May Minutes.

MOTION by Paul to approve minutes from May meeting; seconded by Sue; motion passed unanimously.

Status of 2009 Goals and Indicators. Jerri-Ann reviewed the goals for the year. Corinne has updated the Goals document with specific accomplishments so far. Board members updated other objectives in the document during the meeting. Mostly on-track. Some problem areas: membership objectives 2.1.4 and 2.1.5; fundraising training 3.5.1; fundraising activities 3.5.2

ACTION for all Board members to review meetings, conversations, etc. they have had with business leaders and elected officials to track objectives 2.2.1, 2.2.2, and 2.2.3.

ACTION for Corinne to contact John Langbein regarding being the liaison between SVBC and Western Wheelers to discuss mutual interests and issues. Identify a similar liaison for ACTC.

ACTION for Jerri-Ann to update the calendar to include reviewing both budget and fundraising plan at July meeting.

ACTION for Corinne to set up a meeting with the Finance and Fundraising committees to discuss how to update to budget and fundraising plan.

ACTION for Sue, Jim, and Ryan to discuss the goals for tracking recurring funds sources year-over-year with Corinne.

ACTION for all Board members to elevate the importance of major individual donor solicitations.

ACTION for Corinne to transfer the content of Greg's last SVBC presentation to the SVBC template.

Form Nominating Committee. Jerri-Ann requested that the Board form the nominating committee for the 2010 board election. Corinne wants the committee to pay particular attention the responsibilities of board members. Ryan and Greg volunteered.

ACTION for Jerri-Ann to check with Jack, who served on the committee last year, concerning his interest in serving again.

Finance Committee Report. Jim discussed the current finances using the dashboard chart. The next budget review will be July. Share the Road, major donors, and events are the areas that are lagging.

ACTION for Jim to update the dashboard to remove MaryAnn as responsible for certain fundraising objectives.

ACTION for Paul to meet with Dave Fork about the financial relationship of the Bike Exchange within SVBC.

Fundraising Committee Report. Ryan discussed the current state of the SVBC Vision Document. Board thinks that it needs additional graphical elements.

ACTION for Ryan to collect photos for the document starting with reusing pictures from the 2008 annual report.

ACTION for Jerri-Ann or Sue to talk with Richard Masoner about providing photos.

Sense of the board is that a brochure style document is higher priority than an annual report style document with inserts.

Sports Basement discount event had 38 attendees. Revenue was positive, but small. Four people renewed their memberships. Erin is assisting with planning the fall gala event. Corinne presented a schedule prepared by staff with deadlines that must be met by staff and board members to make the event successful. The Board felt the schedule was ambitious, but would know more about its practicality upon reaching the first deadline on July 3rd.

ACTION for all Board members to supply lists of guests and sponsors to staff by July 3rd.

ACTION for Sue to send the schedule for the gala event to Jack and Gary.

Bylaws Committee Report. Gary (by email prior to the meeting) via Paul reported that he "checked Stanford Clinic's references and they were outstanding. The Clinic is sending a formal engagement letter to Corinne." The Clinic's review of the bylaws starting in January looks good. Corinne said she has not received the letter yet.

Staff Report. Corinne ran through her written staff report. Staff spent a bunch of time on Bike To Work Day wrap up; did a press conference with Greenbelt Alliance on the Diridon project; got a new logo on BFW and letters out to participants; did renewal letters for current members; spent a lot of time getting the renewal process working; researched bike-share projects. SVBC is an active participant in the VTA bike share project. Palo Alto Bikes has sold about 20 memberships with new bikes. Jerri-Ann mentioned that the latest version of the Share the Road presentation is available on the internal website. Corinne has found an opportunity to put up Share the Road information on billboards for free courtesy of Clear Channel.

ACTION for Corinne to collate the on-line rumble strip survey results and provide to Board.

ACTION for Jerri-Ann to include the Bike Friendly Workplace report for July's agenda.

Membership Committee Report. Ryan presented the membership data. May '09 numbers: 67 renewals and 82 new members. Year-over-year membership: June '08 was 689, June '09 was 582.

Discussion of the membership data preempted the rest of the meeting agenda and resulted in a lengthy conversation about connection with the membership, organization direction, board composition, and skills needed.

ACTION for Board members to meet informally in the next several weeks to more clearly describe what many think is a problem and possible remedies.

Meeting adjourned at 10:17pm

Respectfully submitted,
Mark Eliot