

SVBC Board Meeting March 20, 2008
Mountain View City Hall, Atrium Conference Room

2. Meeting was called to order at 6:36 PM

Board members present: Jerri-Ann Meyer, Gary Brustin, Jack Miller, Chris Lepe, David Hoag, Greg McPheeters, Didrik Hoag, Celia Chung, Paul Goldstein, Sue Young, Mark Eliot

Also present: Corinne Winter (ED), Ellen Fletcher (SVBC member and former Board Member)

Board members absent: MaryAnn Levenson

1.1 - 1.2: The entire board and individual board members took photos for the annual report and website

3. There were no public comments

4. The minutes of the February meeting were approved. Gary motioned, Paul seconded. All Board members present voted their approval.

5.1 President's report

The Guadalupe River Trail is having a ribbon cutting on April 5th. Jerri-Ann asked that if any SVBC Board member could attend. There may also be a tabling opportunity. Jerri-Ann just came back from Stuttgart where she was impressed by their bikeshare program, separated bike and ped paths as well as the high number of cyclists and transit users.

5.2.1 Board Development Committee

Jerri-Ann reported that CEN is hosting a one-day workshop on March 26th. CEN has been proving to be a good resource. She and Sue have been developing on the dashboard prototype.

5.2.2 Finance Committee

Corinne had provided a spreadsheet that showed receivables; good revenue coming in, which is boosted by BTWD.

David and Paul brought up the need to file tax forms and other forms (related to being a non-profit of our size) correctly. There are some forms we didn't know we needed to file. We need some sort of professional expertise, but need to figure out what type and level to get. Corinne would also like CPA expertise on our accounting process. Gary suggested that we interview several CPAs to get a sense of what we need, what they can offer and what we can afford. The Finance Committee will interview a few CPAs and make a recommendation to the Board.

5.2.2.3 Corinne asked that the Finance Committee set up a meeting time to review the budget (for the quarterly update?)

5.2.3 Fundraising Development Committee

The Committee has not met since the previous Board meeting, but have been working on the Annual Report. The draft was handed out and Board members were asked to review and provide comment by March 23 to Greg, Jack and Corinne. Bike-relevant photos were also requested.

The Committee also handed out the “SVBC Fundraising Primer” and “Fundraising Campaign for 2008.” We have an aggressive goal: \$60K.

The push is to set up meetings with major donors (corporate and individual) for asks in March and early April. The Annual Report will be used as a handout for this effort. Board members are requested (1) provide contacts for potential donors and (2) make calls to potential donors to set up meetings (3) to provide their availability during March 24 – April 11 three week period to Corinne to go on these ‘asks’ meetings (Corinne with 1-2 Board members, usually around lunch.)

5.2.4 Policy Committee

The Committee met once; and has started drafting letter procedures. San Mateo county members are still concerned about the expediency of letter-sending, so we need to be able to respond quickly to requests. Paul said that while it’s often controversial issues that drive urgent letters, controversial issues are also opportunities to work with and forge alliances with other organizations. The Californians for Safe Highways group asked SVBC to support the freeze on truck size. TALC also asked SVBC for support for state legislation for a Bay-Area specific gas ‘fee’ for global warming impacts, which would also fund bike/pedestrian improvements. (Such legislation has a very small chance of passing.)

5.3 Organizational Update:

Corinne handed out an update, and

5.3.1. SVBC will start using Salesforce (CRM) customer relationship management software to manage membership data. It will allow us to generate reports. Jerri-Ann will send list of data report types to Board members for review.

5.4 Program Update

Logo/ new name

Corinne recommended we get a logo update (the current one is not very easily scalable for outreach materials.) She has found a design firm to develop 4 prototypes for \$500. Also perhaps we should consider changing the name of our group.

Staff committee for new logo: Didrik, Greg, Jack, Chris, Corinne.

Op-ed letter/Joe Rodriguez/Mercury News

Corinne provided a draft of the letter and asked for ‘concrete ideas for bike safety’ to be included in the letter, by that night.

Bike Buddy Socials:

To boost membership activity (one of our 2008) goals, the Board and general members are requested/encouraged to set up get-togethers for members to come and socialize. Events can be posted/announced on the SVBC website.

Alta Velo: Alta Velo is major local racing team interested in working with SVBC on advocacy and safety (i.e. Share the Road campaign.) Corinne asked for Board direction on how much level of effort SVBC/staff should put towards this. The Board felt they are a group with terrific energy, and it might help with getting racers to obey the rules of the road more.

8:37 PM. Gary and Mark left.

5.4.1 Bikes Belong is giving us a \$10K grant to do a Share the Road toolkit. We also need to update the StR website. Corinne would like the 0.5 FTE position originally slated for BTWD to be used for StR program, and would like to hire someone soon, except there are concerns about the impact on the budget and sufficient reserves. (Shelly is currently assigned full time to BTWD). The Board had some concerns about this; mainly because the StR is rather vague and undefined, and wanted to know more about actual scope and deliverables. This is the beginning of the process. Corinne asked Board members who were interested to work as a committee with her. Didrik volunteered.

6 Advisory Board

Paul, Corinne, and Jerri-Ann met. They passed out a list of candidates to start approaching to invite to be on the Advisory Board, which entails having their name on our letterhead, and a few hours of their time each year. They will try to ensure even distribution/diversity of members.

The Board voted to establish the Advisory Board and invite the candidates on the list. (In reality it would be more of an Advisory Board to the ED, but Board members may also contact the Advisory Board members.) Dave moved, and Jerri Ann seconded.

The vote was unanimous

Aye: Jerri-Ann, Sue, Paul, Jack, David, Greg, Didrik, Chris, Celia.

The meeting was adjourned at 9:20 PM.

Respectfully submitted,
Celia Chung, Secretary