

SVBC Board Meeting

September 18, 2008

MaryAnn Levenson's home, Menlo Park

1. The meeting was called to order at 6:35 PM.
2. Roll call: Board members Jerri-Ann Meyer, Mark Eliot, Jack Miller, Celia Chung, Sue Young, MaryAnn Levenson were present. Staff Corinne Winter and maiki inter were present. John Langbein and Karen Davis were also present.

Absent board members: Paul Goldstein, David Hoag, Chris Lepe, Gary Brustin.

3. Consent items: Jerri Ann moved, and Jack seconded approval of the item (August 2008 Board meeting minutes)
4. Chair's report: Jerri-Ann reviewed the calendar of upcoming events. She also announced that Ellen Fletcher will be stepping down from the VTA Citizen's Advisory Committee, which will need a another representative representing bicycling interests, and suggested Martin Delson. Corinne will talk to Martin.

Bob Cronin, SVBC member arrived 6:43 PM

The Mountain View City Council held a study session for a bike/ped crossing of 101 to connect the Permanente Creek Trail. Jerri-Ann will draft a thank-you letter for Corinne to sign, to thank the City Council for their leadership and support.

The upcoming Board retreat will be facilitated by two people: Leslee Hamilton and Loreta Gallegos. Jerri-Ann and Corinne will meet with them in advance, if any Board member has any ideas for the retreat, please let Jerri-Ann or Corinne know.

November 13 general meeting will feature Gary Brustin speaking on "Bicycling and the Law".

The Winter Party will be held during the second week of December. (Subsequently scheduled for December 11 in Mountain View's Adobe House.)

5. Nominating Committee: Sue, Jack, Jerri-Ann met twice (once with Corinne). A notice has been posted on the SVBC website explaining the Board member nomination process. Candidates can be recommended, self-nominated or written-in. The committee will interview candidates. Mark asked about the board size and whether there are term limits. The board size is set by the by-laws as a range between 7 and 15, with the Board voting to determine the actual number. There are no term limits.
6. Staff report: Staff met with various people (corporate and political representatives) and went to various meetings, including the Peninsula Committee. Planning for the 2009 Bike to Work Day has started. There are issues that need to be negotiated for BTWD in San Mateo County with

Peninsula Traffic Congestion Relief Alliance (PTCRA). PTCRA wants control of media for the event. Staff will consult members of the Peninsula Committee.

The League of American Bicyclists (LAB) will be holding their conference in San Jose in June 2009. Staff will work push for the Share the Road campaign with that event.

Staff is organizing a meeting to discuss bikeshare programs with San Jose, VTA and Caltrain.

7. Membership report: Numbers have leveled out because the Spinning Crank wasn't mailed out (which is a source of membership renewal reminders). There are currently 675 members currently. Mark mentioned that one way to boost membership is to set a goal, which gives us something to aim for. Corinne asked for ideas for the membership committee. The Board discussed general ideas for boosting membership.
8. Finance Report: There is a disparity in the budget/cash flow due to the delay in the fundraising event and the appeal letter mailout.
9. San Mateo County Report: Caryl Gay took over from Steve Vanderlip on directing the Peninsula Committee. 15 people attended the recent meeting. The Peninsula Committee will work on a project to figure out the decision-making process and people for local jurisdictions in San Mateo County. Another project is to have a "how to improve advocacy, and effect change" training, i.e. by starting a campaign on some issue that they care about, i.e. the North-South route. MaryAnn said she was interested in participating.

North-South Route – Caryl and John Langbein sent a comment letter. The County decided to go with Middlefield on the map, with a caveat. Mark will write a blurb for the website and email announcement.

10. Funding Committee – The invitations for the 10/29 Fundraising event will be mailed out. The committee is now focusing on getting silent auction items and other party details. It will be 2 hours, with live music, featured speakers and mingling. The site can accommodate 70 people. Poster boards will be set up highlighting SVBC achievements and the annual report. Board members were requested to help solicit items for the silent auction. Celia will develop the auction tracking and bid sheets.
11. Policy Committee: Sent a comment letter to Caltrain on the Bike Plan, with a good response from JPB staff. AB 2971 and AB 1358 passed. Sam Licardo has backed down from his proposal for a San Jose Downtown bike sidepaths, but is still enthusiastic about bikes. The Board briefly discussed how much local advocacy groups should work on state-level issues.
12. Website: Maiki talked about the new website. Jerri-Ann has posted a lot, and others are encouraged to post. Board members and staff have more access to the website than general members.
13. New logo: Corinne presented various proposed logos. The Board narrowed it down to two.
14. The meeting was adjourned at 9:03 PM.

Respectfully submitted,
Celia Chung, Secretary