

SVBC Board Meeting Minutes

Date: November 20, 2008
Location: Mountain View City Hall

Present: Jerri-Ann Meyer, Jack Miller, Paul Goldstein, Sue Young,
Greg McPheeters, and Mark Eliot
Absent: Celia Chung, Chris Lepe, David Hoag, Gary Brustin, and
MaryAnn Levenson
Staff: Corinne Winter
Guests: Hollis McDade Kline

Meeting called to order at 6:38pm by Jerri-Ann

Board welcomed Hollis McDade Kline as our new Board Fellow through the end of May '09. Hollis is a first year Stanford business school student. She is currently working for real estate investment firm.

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

September Minutes. Minutes should be changed to (a) correct spelling of Mary Ann's last name, (b) not capitalize maiki and correct spelling of his last name to interi, (c) add Langbein for "John (?)", and (d) strike second sentence on second page.

MOTION by Sue to approve minutes with above changes from September meeting; seconded by Jerri-Ann; motion passed 4-0. Paul and Greg abstained because they did not attend the September meeting.

Winter Party. Discussed having a tribute to Ellen Fletcher at the Winter Party. This would be a short program, roughly 10-15 minutes.

ACTION for Paul to contact Richard Swent regarding the tribute.
ACTION for Greg to update last year's presentation.

Next Meeting. Discussed having another board meeting in December, potentially including new board members.

AGREED to have meeting on December 18th.

Nominating Committee Report. Committee interviewed approx 18 people. Four current members term-out this year. Paul is running for re-election. Committee proposes three new members. Jerri-Ann said that the three cover both counties with respect to their

homes, work locations, and commutes. They also have some fundraising and finance experience. Consensus was that we have a very strong slate.

MOTION by Paul to set the size of the board at 11 members; seconded by Greg; motion passed unanimously.

MOTION by Greg to approve the slate recommended by the Nominating Committee; seconded by Sue; motion passed unanimously.

Finance Committee Report. Current balance is lower than expected due to outstanding promised donations. Current monthly expense rate has increased due to hiring a Program Director. Corinne is concerned about the next two months. Discussion moved to the 2009 budget (ahead of the planned agenda).

2009 Goals. Corinne and Jerri-Ann presented the goals for next year. Goals reflect information from October members' meeting, the board retreat, and subsequent discussion between Corinne and board members. Goals are intentionally very high-level. All goals have more specific objectives that are part of implementation.

MOTION by Sue to adopt the 2009 goals; Jack seconded; motion passed unanimously.

2009 Implementation Plan and Budget. Reviewed the implementation plan. Corinne made edits to the plan during the discussion to capture comments and changes. Plan includes annotations of B, S, B/S, and S/B to indicate whether the board or the staff is primarily responsible for implementation items. Everyone is concerned about the budget, but the majority feels it is achievable with attention to fundraising.

MOTION by Paul to approve the implementation plan as revised during the meeting and budget as submitted with understanding that we will review the budget at end of first quarter when the fundraising plan is complete; seconded by Greg; motion passed 5-1, with Mark voting no.

Staff Report. Corinne presented the new logo with various examples (business cards, letterhead, etc). Working on design for new jerseys as fundraising tool to be available before Amgen Tour. Hired new Program Director. Presented the SVBC communication policy. Partnering with Greenbelt Alliance on San Jose Diridon area plan to do community outreach. Portions of the new Salesforce system are up and running. Applied for grant for a consultant to assist with "dashboard" to show organization indicators. Met with Peninsula Congestion Relief Alliance and many others. Starting BTWD sponsorship discussions. Working on electronic member survey. Wants ideas for survey questions. Corinne will be Chair of BABC next year.

AGREED that Board President must have ability to get complete access to the Salesforce database if necessary.

Membership Report. Corinne estimates that we have over 700 members right now. A complete membership report will be available when that part of the Salesforce system is ready.

San Mateo Report. Peninsula Committee members attended a Complete Streets presentation in Redwood City prior to the monthly meeting. PC is planning monthly rides, one city per month, to identify problems on the N/S route. Bob Cronin led the first ride on Nov 16th in Menlo Park.

Fundraising Committee Report. First Annual Gala at Mary Ann's home in October was very successful.

Policy Committee Report. Mark reported that we are close to establishing a workgroup of volunteers for the Caltrain bumping problem. The charter of the workgroup and its composition are most important to get correct. Paul requested a "sense of the Board" that SVBC is strongly opposed to any rule that singles out bicycles regarding encroachment permits on county roads.

AGREED that the Board is opposed to this restriction.

Meeting adjourned at 9:29PM

Respectfully submitted,
Mark Eliot