

SVBC Board meeting August 21, 2008
Plaza Conference Room, Mountain View City Hall

1. The meeting was called to order at 6:30 P.M.

Present: Corinne Winter, Mark Eliot, Gary Brustin, Jack Miller, Celia Chung, Paul Goldstein, Jerri-Ann Meyer, David Hoag, Chris Lepe.

Via phone: Greg McPheeters

2. There was no public comment.

3.1 There was a clarification in attributing the source of the comment that Caltrain rack capacity was 5% of the seats. With that change, Paul moved Jack approval of the July 2008 Board Meeting minutes. Jack seconded. All Board members present approved the minutes with the minor amendment.

6:40 PM – Sue Young, Board member, arrived.

4.1 Jerri-Ann went over the calendar of upcoming events for the rest of the year. Celia and Jerri-Ann will work on getting a location for the October 16 general meeting in Menlo Park to solicit input for 2009 goals. Paul offered to host the Board retreat at his house again this year. Jerri-Ann called for help to set up the Winter Party; Sue volunteered. Paul offered to contribute information for the featured event from the Bike Blvd dedication.

4.2 Jerri-Ann has requested an application for Stanford Board Fellows, who would be an intern from Stanford Business school who would spend limited hours to do some research or analysis. It was suggested such an intern could look up Stanford's database of grants. The application is due September 5. Jerri-Ann will follow up but requested other Board members to help. Jack volunteered. Corinne cautioned that this intern could take up more time than expected.

4.3 This year's board election is proposed to be conducted electronically. However, this would require a change in the by-laws. Celia will look into the by-law language. Sue, Jack and Jerri-Ann are on the nominating committee. Mark recommended that we make it very clear to members exactly how the electronic voting will work; how someone who's not on the Board nominated slate get on the slate, etc. Jerri-Ann will draft an email to be sent via email bulletin to inform members about the process, how to contact the nominating committee, clarifying deadlines, etc. Paul reminded that we need to determine the number of vacancies.

5. Staff report.

Corinne met with the Silicon Valley Community Foundation to (a) update them on cycling issues and biking is a solution to bigger issues. They're interested in Safe Routes to School (SR2S). Corinne will make a presentation on bike safety to Western Wheelers on Sunday Aug 24 at the Sports Basement. Corinne is negotiating the 2009 BTWD contract with MTC. It's different this year because it's a deliverables contract

with Transportation Development Act (state/local) funding. There is a new executive director for the Bay Area Bike Coalition. Council member Sam Liccardo has released his proposed plan for a downtown bikeways network. The Guadalupe Trail Count was very successful. SVBC got an REI grant for \$10K for the Share the Road campaign. Corinne will host a roundtable discussion with businesses and cities. SVBC is looking for bookkeeper services; with familiarity with Quickbooks. Corinne requested suggestions for the Membership Committee: we need 'new blood'/attitude to help brainstorm. They do not need to be a Board member. Milpitas will be giving SVBC a new contract for \$90K for SR2S: Corinne needs to write up a scope of work. It will focus on elementary/middle schoolers, parents and community outreach. Corinne will talk to an accountant on how to calculate overhead. Sports Basement is hosting a Bike Exchange 11-4 Pm, \$2 adults on September 14. Maiki who was halftime will become a full-time employee due to the increase in projects such as various software upgrades. Board members submit a lot of content for the website, and can post directly, except for the calendar of events. Mark remarked that advocacy content (letters we've sent) have not been uploaded to the website, but will be done so by the end of the week. To clarify – facts/data should go under "News" and opinions should go under "Forum". So far, very few comments have been posted. The weekly email bulletin should have reminders to direct people to website, so that they are weaned away from bikeslist.

6. Finance Report

Paul reported that the taxes have been filed, with help from Corinne and Anne F. Our balance sheet has improved, with the lagging BTWD revenue having come in, as well as a \$10K Community Foundation grant. But the budget is still tight, and the appeal letter and fundraiser needs to bring in a lot of money.

Corinne explained that the tight budget also impacts our staffing resources: we have a lot of opportunities that have to be passed up because we don't have people to do the work. Corinne is looking to hire a program director (self-starter, with more experience) at the \$50K range. The Board discussed this and concluded that the best strategy was to hire someone on a 6-month contract with the caveat that if we could secure more money, we would hire that person full-time.

Bike Friendly Business Program – The Board supports this project, Corinne is looking for feedback.

7. San Mateo County update – outreach plan. Mark and Corinne will focus on the influential members in the San Mateo County, and suggested to be present at the Peninsula Bicycle Committee meeting. Mark got feedback from the membership on how to grow membership in San Mateo county. People were interested in helping, i.e. Margaret Pye. SVBC is perceived as more of an advocacy group – it should have more 'fun' events.

People also wanted clarification on the process for SVBC members to take positions on issues.

8.00 PM – Called Mary-Levenson to patch her into the meeting via conference call.

8.1 Appeal letter – the Board discussed different schemes to be included in the letter including employer match, Board challenge match, etc. Chris, Celia and Jack will work more on the letter. Corinne will send out the membership list for Board members to mark up for personal notes on the appeal letter.

8.2 Fundraising event – Sue reported that the Fundraising committee have been meeting weekly. Sue got a grant from the Los Altos Hills City Council, amount to be determined. The fundraiser event on October 8th (since then updated to October 29th) has confirmed speakers Christine Thorburn, Andy Ball and Carl Guardino, and is tentatively a cocktail party at Mary Ann’s house. Corinne asked the Board to send her names of people to invite. The cost will be \$150 per person.

8.3 Corinne presented the list of talking points for Board members’ reference, which met with the Board’s approval.

9. Insurance – Gary went over the review of SVBC activities and insurance needs. Some of the coverages needed to be clarified. Gary will get cost-estimates for those items that SVBC should get coverage for if they are not covered under our existing policies.

10.0 Positions (Paul reporting)

Chris and Celia worked on the Santa Clara/Alum Rock BRT comment letter to VTA. Steve Schmidt requested (via website) support for the Menlo Park Transportation Commission meeting regarding the bike underpass of Caltrain tracks. Mary Ann will talk to Steve about it, and draft a letter for Corinne to sign.

10.2 There are 3 VTA measures on the November ballot: (1) to approve the 2030 plan (2) to rescind the need for voters to periodically approve the countywide transportation plans and give that responsibility to the Citizen’ Watchdog Group instead, and (3) 1/8 cent sales tax for BART. All these measures are somewhat contentious within our membership; especially the BART measure. The Policy Committee recommends that since the BART measure is transit –specific, with no direct relation to bikes that we take no position on it, but instead open up the website for pro and con arguments to be posted. Paul made a motion that since SVBC’s mission is bikes, and this measure is tangential to bikes, SVBC take no position on it, but ask proponents and opponents to the measure to post arguments on the SVBC website for members’ edification. Greg remarked that in general we should support transit generally because it helps bikes travel further. Mark seconded the motion.

Ayes- Mark Eliot, Sue Young, Gary Brustin, Jack Miller, Celia Chung, Paul Goldstein, Jerri-Ann Meyer, David Hoag, Chris Lepe. MaryAnn Levenson

Abstain – Greg McPheeters

10.1 Caltrain Bike Access and Parking Plan

Paul has not revised the draft comment letter, but will do so and ask Corinne and Alexis Grant to review it before it is sent. The Policy Committee discussed the issue with the San Francisco Bike Coalition (SFBC), who are against the plan, calling for Caltrain to

address the bikes-on-board issue and ignoring the bike access and parking elements. SFBC has developed a three point platform (1) plan for the future, (2) No cyclist left behind and (3) fix bikes onboard first; and asked SVBC to endorse the platform. SFBC has also indicated that they are willing to work with SVBC to modify the language. The Board discussed this issue, considering crafting SVBC's own position instead, but did not make a decision. Mark volunteered to revise the letter.

9:35 P.M. – David left

11 – Ciclovía –San Francisco will be holding a ciclovía type event called ‘Sunday Streets’ in August and September. Gary shared photos of the New York ciclovía which he attended.

9:45 P.M. Gary and Sue left

Ciclovía originated in Bogota. Carlos Babcock, an SVBC member is very energized about SVBC pushing for partnerships and organizing a ciclovía event.

The meeting was adjourned at 10:00 PM.

Respectfully submitted.
Celia Chung, Secretary