

SVBC Board Meeting
April 17, 2008
Mountain View City Hall
Staff Lunchroom

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

Present: Didrik Hoag, Mark Eliot, Jerri-Ann Meyer, Greg McPheeters, Paul Goldstein, Celia Chung, Gary Brustin, Corinne Winter

Absent: Jack Miller, Sue Young, MaryAnn Levenson, Chris Lepe, David Hoag

2. There was no public comment
3. Paul moved approval of the March meeting minutes. Mark seconded. The minutes were approved unanimously by Board members present
- 4.1 President's report: The Friends of the Guadalupe River Park and Gardens (FGRPG) is holding an evening benefit event on May 14. Jerri-Ann had donated money for the event on behalf of SVBC. It was clarified that in such cases, the Board member making the donation should give it to SVBC and have SVBC pass it onto the recipient. Jerri-Ann, Corinne, and Greg planned to attend, there's one extra ticket available.

MaryAnn arrived at 6:47 PM

The Commonwealth Club is sponsoring a Bike Safety Townhall on June 28 at 1 PM. Admission is free. Corinne plans on having a Share the Road press conference the week before June 28.

Jerri-Ann suggested skipping the May Board meeting, since it would fall on Bike to Work Day. The Board members present agreed.

- 4.2 Board Development Committee: Jerri-Ann will be attending the CENS April 24 event "Current Legislation: Legal Issues Your Nonprofit needs to Know About." It also covers the Sabanes-Oxley Act.

4.2.2 Budget: Corinne went over the budget status. Payroll will be met, but cashflow will be tight. There are outstanding expense reports, and the checking account is low on funds. Our project inflow will only cover through May. MaryAnn asked where incoming funds get parked. Corinne replied that it depends on the fund source, i.e. whether they are from events/benefits, individuals or corporations. "How long are they outstanding?" It depends, large corporations have long lead times. Gary suggested (1) putting a line item for cushion in the budget, i.e. 'savings', (2) selling ad space in the Spinning Crank and on SVBC website for BTWD. Post BTWD – our strategy for fundraising will change.

4.2.3 Fundraising Committee – Greg reported that not much had been done since last meeting. The Annual Report was being reformatted from 6 to 8 pages for printing.

4.2.4 Policy Committee – Paul reported that the committee had not met, but will meet before next Board meeting. Mark reported that one comment letter has been sent regarding the Bay Meadows development with suggestions on bike access and parking successfully accepted. It was requested that all Board members be notified whenever a signed letter is sent.

5.1 Fundraising – A memo “2008 Fundraising Campaign for SVBC had been distributed.” Board members have a duty/responsibility to help raise funds. There was a general discussion on the strategy outlined in the memo. A straightforward approach, the target audience, how to get people excited/interested, are some of the key features. People want to know the vision, and how to participate. Listening is also important, to understand what people are interested in, ask probing questions like “what do you think?” The Annual Report will help as a tool to see what people lean towards. We also need to be able to answer key questions like “what is that SVBC really does that my money will help them accomplish?” SVBC historically has not taken credit for projects like Guadalupe River Trail, Mitty Crossing, Mary Ave Crossing and Expressway advocacy, or the fact that many of our members serve on local BPACs. A cheat sheet with bullets could be developed to help with asks, along with practice sessions, but the most important thing is to be sincere. Stories will resonate with some people, facts & figures for others. We’ll also need to build relationships with donors; start with people you feel comfortable with, have some small successes to build upon.

The plan is to build up a list of people to potentially ask for donations. All Board members’ homework is to come up with some names, and send Corinne their calendar so Corinne can schedule mtgs/visits with one or two Board members and the potential donor. Keep a log of contacts/visits/asks. Major donations should be acknowledged with a phone call/handwritten note (as Jerri-Ann has done.) Board members who are uncomfortable with asks could help with the thank yous.

6. BTWD – Corinne handed out posters and flyers for people to distribute to publicize Bike to Work day.

The meeting was adjourned at 8:40 PM

Respectfully submitted,

Celia Chung, Secretary