

SVBC Board Meeting
June 19, 2008
Mountain View City Hall
Staff Lunchroom

1. The meeting was called to order at 6:33 PM

Present: Paul Goldstein, Sue Young, Mark Elliot, Jerri-Ann Meyer, Didrik Hoag, Jack Miller, MaryAnn Levenson, Celia Chung, Corinne Winter

Absent: Chris Lepe, David Hoag, Gary Brustin

2. There was no public comment

3. Consent items: Paul briefly talked AB 1358 "Complete Streets" and AB 2971. Paul moved approval of the April 2008 meeting minutes. Sue seconded. The minutes were approved unanimously by Board members present

Greg McPheeters arrived 6:35 PM.

4.1 Bike to Work Day report.

Corinne provided a very detailed report on the Bike to Work Day activities that showed the level of effort from SVBC staff and volunteers, and detail that went into organizing the effort for Santa Clara County. This year's BTWD was extremely successful, and drew more riders than ever before. The Peninsula Alliance for Traffic Congestion Relief (PATCR) was the organizer for BTWD in San Mateo County this year, but there is discussion about SVBC managing BTWD for San Mateo County next year.

4.2 Share the Road:

Corinne requested feedback on the scope for Share the Road program she drafted – it needs to be narrowed down, based on funding source. Jack asked how much of this scope SVBC was the lead on (as opposed to other partners.) Corinne replied this was the scope for SVBC, and did not cover other partners' roles. There's a lot of interest from Alto Velo Webcor, but we and they need to figure out how/what to do.

The Commonwealth Club is sponsoring a Bike Safety Townhall on June 28 at 1 PM. Admission is free. Corinne was slated to be interviewed on KPIX on 6/21, and requested Board members to provide input on the advance questions that KPIX provided.

5.1 Membership:

Has grown to almost 700. SVBC needs to work on renewal rates.

5.2 Membership Development and Outreach Plan:

This is one of the 2008 Ends, and now that BTWD is over, staff can work on this more. However, since we lost one staffperson (Shelly left for another job), Corinne will have to cover. Corinne projects that her time will be split roughly in thirds, focusing on Share the Road, organizational issues/funding and membership. Board members are encouraged to volunteer for the Membership committee, where there will be a push for grassroots, local efforts to organize social events, like the beer social before BWTD in Mountain View. Jerri-Ann mentioned that bike shops are selling a lot of bikes now and that could be an avenue for outreach. MaryAnn offered to help with the Membership Committee.

5.3 Office Relocation:

There has been some changes in the potential lease at Palo Alto station (increased cost, and less convenience), so staff recommends keeping the office in the current location in San Jose in the short-run. Mark Eliot pointed out that integration with San Mateo was a high priority, and we should aim to move office location closer to San Mateo in the medium time-frame; since having events in San Mateo County would help with integration.

6.0 Budget: Corinne went over the budget for the mid-year budget revision. Earlier revenue projections were overly optimistic. Paul said we also need to cut expenses as we are revenue constrained. While the Board has had many discussions on fundraising, and BTWD brought it more than expected, we have less in membership and contributions. Corinne added we have no operating capital; much is given to us on a reimbursement basis.

We're looking at holding a major donor event in September: Mary-Ann, Jerri-Ann, Corinne and Greg are interested in taking this on.

The annual appeal letter needs to go out in September. If we do the same thing as last year where the Board writes personalized notes, we need to start on this now. Also, Board members can help out by making follow-up phone calls. The Annual Appeal will be handled in the Fundraising Committee.

Jerri-Ann said that seeing the current budget situation was a wake up call – if we don't raise enough funds, the scopes of our programs and projects will have to be cut. Board Members need to take on responsibility. We also lose opportunities when we are understaffed, since we can't implement as much. Corinne commented that even when understaffing leads to scaled-down scope, SVBC also has many dedicated volunteers to help pick up slack, i.e. in administrative tasks, advocacy, parking/tabling, silent auction solicitation, etc. Volunteering is a very social thing. Shelly had established good relationships with core volunteers, which may slip slightly since she left. In general, volunteers also require a lot of oversight (which takes a lot of time.) Volunteers should also be recognized – discussion of idea of holding a volunteer appreciation event. Celia offered to write feature articles on 'super volunteer of the month'.

Milpitas will start their Safe Routes to School in spring 09, contract with SVBC at \$30K/yr for 3 years.

Other options to consider for cutting costs included: not having an office, reduced hard copy publication of the Spinning Crank newsletter.

Paul moved to vote on the revised budget, Jerri-Ann seconded. All Board members present unanimously voted approval.

7.1 SVBC needs an alternate for its ex-officio seat on the VTA BPAC. Paul nominated Celia, Jerri-Ann seconded. Celia accepted. All Board members present unanimously voted approval.

7.2 Jack went over the 'Project Status Report Form' – using the Bike Exchange as an example. Since there's so much going on, this was seen as one way to keep the Board informed, as well as being useful information for grant applications, but yet not have to spend too much time writing these reports. From these type of reports, Jerri-Ann and Greg commented, some of these kinds of information should also be on the website. Corinne will provide reports, but getting reminders from Board will help to help her prioritize. Corinne and the Fundraising committee were directed to give some more thought to as to the types and extent of information to be provided, how it is useful. Paul commented that the Board wants to know how much progress we've made in our mission/goals, so these reports would be useful for that.

7.3 Discussion on the potential name change for the organization concluded in keeping the current name Silicon Valley Bicycle Coalition for now, but to revisit in a month.

7.4 Caltrans is updating Deputy Directive 64.

8.1 The July Board meeting will be held, but as a working meeting.

8.2 Jerri-Ann will email everyone for potential dates for the September or October Board retreat

8.3 Jerri-Ann asked for volunteers for the Nominating Committee: Sue, Jerri-Ann and Jack will be the nominating committee for this year's Board elections.

The meeting was adjourned at 9:45 PM.

Respectfully submitted,

Celia Chung, Secretary