

September 20, 2007 SVBC Board meeting minutes

Called to order: 6:31.

Attendance: Greg McPheeter, Chris Lepe, David Hoag, Ellen Fletcher, Paul Goldstein, Anne Ng, Celia Chung (later), Corinne Winter

From PBPC: Steve Vanderlip, Mike Harding, Bob Cronin

Minutes: Paul moved, Ellen seconded, minutes approved.

Membership report: Anne handed out sheets with membership breakdown by cities, pointed out information in Excel report emailed ahead of time.

Finance Committee report: Corinne and Paul discussed the finance documents emailed ahead of time. Pointed out membership forecast is optimistic. Something (I forget) about the Kids' Plate/Injury Prevention grant. The September \$4500 grant was just received from REI, ostensibly for organizing family bike trips on trails. \$1885 under both individual and corporate contributions was from Google, with individuals donating for every day they bike to work and Google matching. The \$1250 organization contribution was from the Santa Clara Valley Club of AYH, the local group that's been running the hostel up Hwy 9 in Sanborn Park, thanks to them divesting funds prior to closing down the hostel and Margaret Limberatos being on their board. After being down from budget projections over the summer, salaries are back up since Corinne hired a program coordinator. Projected printing costs are up for appeal and membership drive. We now have D&O insurance in addition to the liability insurance Corinne got when we rented the office, as well as the LAB insurance with American Specialty.

ED report: Corinne met with Dave Fork of Bicycle Exchange, now a part of SVBC. He'll be helping Corinne organize a major donor solicitation. Corinne was recommended by SJ BPAC to be their representative on the VTA BPAC. We decided that it would be better for Corinne to remain in her new non-voting advisory position. Our new program coordinator Shelly McHenry started Tuesday. The Guadalupe Trail Count still needs counters the next two Saturday and next Wednesday. The first day (yesterday) went well, with more trail users than anticipated. Corinne is working with the Bike Ed committee on analyzing the middle school program from last year. SVBC staff will be supporting Walk to School Day in five Sunnyvale and San Jose schools. We're all invited (free) to SVLG's Clean and Green event in September. We will table there and at several other events in the next month.

PBPC status:

The issue is whether or not PBPC should become an entirely separate organization, or become more fully integrated with SVBC. The PBPC members are trying to evaluate the pros and cons of the two options with regards to budget, membership, etc. They also need to figure out what it would take achieve 'independence' option. Paul explained SVBC currently has 501c3 status: as a not-for profit agency, people who donate money to us can write it off for tax-deductions. Also some grant funds can only be given to 501c3 groups. However 501c3's have to file tax reports. Also, SVBC is incorporated, but that's relatively easy.

Steve Vanderlip asked about insurance and liability impacts, i.e. could the officers be sued if PBPC is incorporated. Greg said insurance is available through the League of American cyclists.

Paul and Greg mentioned that PBPC is at the point where SVBC was several years ago, in being all-volunteer organization, having a Board and a brand, but no staff or office. David asked and Steve talked about PBPC's need to define scope and focus proportionally to the group's size and abilities. Mike talked about trying to involve San Mateo Cities and County Association of Governments (C/CAG) BPAC as a channel to cities' Public Works Depts. to get bike lanes built. Corinne said SVBC's work on BTWD and Bike Ed has been leveraged into good working relationships with VTA BPAC and staff. Steve said PBPC's focus is more on bike lanes, and less on BTWD and Bike Ed, so it would be a different case. Mike mentioned PBPC is more reactive rather than proactive, and it's something they need to learn how to advance. Paul mentioned that since SVBC has gotten paid staff, they can interact with agency staff on a more professional level, instead of when volunteer/advocates used to be more abrasive. David said full-time staff person is needed to get things done and take to the next level. Bob asked since S. Clara county has 16 cities, and S. Mateo county has 20 whether that would be too unwieldy if the two groups fully integrated. Corinne replied that SVBC works on county level, rather than city, because of our limited resources. For city level issues, SVBC leans on BPAC and SVBC members. Paul and Anne talked about there being much biking across county lines, which would support integration, but having a strong ally in a S. Mateo county organization would also be good.

Mike asked to clarify if SVBC wanted a 'decision' from PBPC before the SVBC Board retreat. Corinne said yes, because we will need to plan whatever transition then, the details can be worked out later, how funds and membership to be split, etc. Steve said that looking at the SVBC budget structure would be helpful. Anne said that looking at SVBC treasury reports from 3 years ago would be helpful, as that was roughly the stage PBPC is at now.

DECEMBER ELECTIONS

The terms of Greg, Jerri-Ann, Ellen and Anne are up this year. Greg and Jerri-Ann are still deciding whether or not to re-run. Ellen and Anne are not running again. We may want to expand to more seats, we can go up to 13. Currently we have 8. The group brainstormed for potential candidates

David asked whether we wanted just people from bike fields, or from outside also. All were asked to send names of candidates to Greg, Paul and Corinne as the nominating committee, and then there will be follow-up to call and solicit the candidates to run

BIKES LIST

Nothing much has happened in the past three weeks. The email bikes list has always been informal. Greg was concerned that even though there are lots of disclaimers on the bikes list that it is not representative of SVBC; in reality, people's impression of SVBC is based on the bikes list postings. Greg started a discussion on how the bikes list could be better managed. We also discussed whether or not posts could only be made by SVBC members, since currently it is open to all. Ellen currently monitors it (skim). David mentioned how ACTC has stricter rules; the list-owner can pull topics off quickly; they don't have a real monitor. People get suspended for a week to cool-off if they post something inappropriate. He also likes the route collection and pot-hole topics; but some people don't become members, since they can join the bikes list for 'free'. Chris asked: do the 'rants' (which are a more recent phenomenon) do more damage than good? Paul mentioned roughly 200 are on the bikes list, of which 100 are members. How can we

channel the energy that's generated on the bikes list? The bikes list keeps people up to date on happenings, but it's also bringing up concerns. David suggested wiki topics, i.e. specific topics anyone can post to.

Should we have moderators for certain topics, and set up rant topic as unmoderated? Duplication of info is also something to think about, i.e. the bikes list, the periodic bulletin and the Spinning Crank have overlapping news. What is the value of each, how to be more effective? Ellen was exhorted that it was OK to nip people/topics in the bud if she felt they were stepping over the line.

WINTER PARTY

We need volunteers to organize the party. Jerri-Ann and Sue Young can't do it this year. After a short discussion, we decided admission would still be free to members. We've budgeted \$6,000 for the party. Corinne asked people to suggest 5 party planning volunteers who would meet with her every 2-3 weeks for the next 3 months. Most of the work is to solicit auction items.

NEXT MTG/BOARD RETREAT

The Board retreat was tentatively scheduled for Oct 21. (Subsequently changed to Oct 14). After some discussion, Paul moved and Anne seconded that (1) the retreat could be a closed meeting, because (2) we would have a general meeting on Oct 11 to ask members for ideas and their concerns. People would also be able to email Chris Lepe their ideas/concerns. The SVBC board members who were present agreed unanimously.

The meeting was adjourned a little before 9 PM.