

SVBC Board Meeting Minutes

Date: January 22, 2009
Location: Stanford University, Building 170, 2nd Floor

Present: Jerri-Ann Meyer, Jack Miller, Paul Goldstein, Sue Young, Gary Brustin, Greg McPheeters, Lorri Lee Lown, Ryan Kauffman, and Mark Eliot
Absent: Jim Parker and MaryAnn Levenson
Staff: Corinne Winter
Guests: Hollis McDade Kline

Meeting called to order at 6:40pm by Jerri-Ann

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

December Minutes. Mark noted that a few typos need to be fixed.

MOTION by Paul to approve minutes with minor changes from December meeting; seconded by Jerri-Ann; motion passed unanimously.

2008 Ends and Budget. Corinne reviewed last year's performance. She thinks we've come a long way on creating and following the three primary Ends. (1) Expand network of advocates: We put in a huge number of volunteer hours and brought in \$50K in grants to support this. We've learned that it's hard to devote sufficient staff time for all the volunteer projects we could spin off. (2) Integrating San Mateo County: This has gone well so far. There is lots of energy from the Peninsula Committee and lots of staff support to the committee. We probably need more emphasis on contacts with city and county officials. (3) Focus on visible and fun organization: We had a 20% total increase in membership in 2008 and implemented database for tracking members.

Several Board members suggested editing the report and putting it the website. Portions could be used in the Annual Report and in the appeal letter.

The budget was modified to account for a new staff member in Nov and Dec, otherwise year-end budget is the same as the July budget. The current balance is bigger than we've ever seen. However, most of these funds are already programmed. Corinne is worried about finances in the next six months due to what she's hearing from colleagues regarding fundraising.

Status of 2009 Goals and Implementation Plan. Jerri-Ann presented a new way of tracking the indicators of our 2009 goals. A table explicitly shows who is responsible for each and how much progress is made on each per month. She plans to solicit input shortly before the monthly board meeting.

ACTION for Jerri-Ann to investigate Google Docs, a wiki, or Basecamp as the place to hold the table so that the board can add information as needed.

Stanford Board Fellow Report. Paul, Jerri-Ann, Jack, and Corinne met to select the project. The Fellows program requires a mentor; Paul will be the mentor.

Hollis will be working with SVBC until the end of May. The planned project is in the area of growing membership. It will be about 30 hours (approx. 8 hours a month.) She will give a report at the end. Hollis presented some potential tasks, including: evaluate current practice; develop membership goals i.e. metrics in acquiring and retaining members; meet with current board member to collect ideas; research into what's worked at other non-profits; draw on the Stanford Bus. School; develop a survey for members to find out why members have left the organization; working specifically on bike-to-work day.

ACTION for Hollis to provide the project scope document to the Board before Feb 1st to coincide with a requirement by the board fellows program.

ACTION for Jerri-Ann to coordinate a phone call to discuss scope document.

Fundraising Committee Report. Sue reported that the committee had 2009 kick-off meeting on Jan 12th. The standing meeting date for future meetings will be, 12pm on Thursdays (except Feb 12th). The committee has identified grant opportunities, created a calendar, and set a target funding amount. The draft fundraising plan is on the Basecamp server.

ACTION for Sue to send pointer to Basecamp document for fundraising.
ACTION for Sue to post meeting minutes to Basecamp.

Policy Committee Report. Paul gave a summary of policy activities.

1. SVBC comments have been incorporated into the BABC letter on the Regional Bike Plan. BABC would like us to look at our county bike maps and comment on them. We should provide comments to MTC.
2. A member contacted us regarding closure of the San Andreas trail. The alternative to the trail is riding 280 around the closed section. We investigated the issue and are concerned about the perception that trail is recreational only. We also think that the CHP may discouraging cyclists on 280 due perhaps to ignorance of the law. We intend to write a letter to Caltrans/CHP/San Mateo County.
3. The Dunbarton bridge bike path will be closed for repaving; no dates set yet. A planned seismic reinforcement project will close the entire bridge for 2 weeks.
4. We received a response from Caltrans (Will Kempton) on rumble strips. They won't put a moratorium on new strips. They claim is that strips prevent accidents. Paul asked for statistics to substantiate this claim.
5. Bob Cronin asked Caltrans for restriping on Ralston.
6. Jerri-Ann suggested that we get a list of trails and the responsible agencies; we should get them to contact us when they plan a closure.

ACTION for Paul to put bridge closure on website.
ACTION for Mark create the list of trails for San Mateo County.

Bylaws Committee Report. Paul and Gary conversed on the phone about how to approach the project to update our bylaws and governance policies. Gary plans to have us review all of the current documents and bring in a corporate law attorney if necessary.

ACTION for Gary to call a meeting.

County Reports. Mark gave a summary of the Peninsula Committee meeting on January 8th. We're still discussing the north/south route numbering system. Caryl Gay would like suggestions for a better way to communally edit letters (that is, better than passing them around by email). Didrik Hoag will be leading a ride through San Carlos on the 24th. Mark gave an update on the City of San Mateo BPAC changes. Jerri-Ann said that County Roads asked the VTA BPAC for TDA projects in the unincorporated areas. Ideas should be given back to Jerri-Ann. She'd like ideas that are not so focused on expressways. Paul suggested projects along Page Mill Rd.

ACTION for Paul to contact Rich Swent at the PABAC meeting.

Annual Report Sub-committee. Jerri-Ann is looking for board members to contribute to the 2008 report. Corinne would really like to see the report before the Tour of California. Board discussed the format: 2, 4, 8 pages, annual report vs. reusable brochure, insert for annual info.

ACTION for Ryan, Jack, and Greg to get going on the report.

Staff Report. Current focus for BTWD is sponsorship. Needs to happen in the next two weeks. Corinne is posting for interns for BTWD at local universities. Meeting with SVLG (all staff) to propose what we want for BTWD. Gladwyn is heading up the Share the Road program; plan to come. MaryAnn will head a STR steering committee. We're doing bike valet at various tours in Feb. Letterhead, bus. cards, and envelopes are ready. Corinne and Jack are working on a Yahoo grant for youth bike education to be potentially awarded in June.

ACTION for all board members to review sponsor list to find companies with which we have contacts.

ACTION for Corinne to set up a phone conference for Basecamp training.

Upcoming Calendar Items. Reviewed the regular meeting times for each committee.

Meeting adjourned at 9:11pm

Respectfully submitted,
Mark Eliot