**Bike Walk Connecticut**

**Meeting of the Board of Directors**

**Wednesday, May 14, 2014 7:00 – 9:00 pm**

**Sheldon Oak Central, Inc. Conference Room**

**54 South Prospect Street, Hartford, CT 06106**

Attendees:

Board: Laura Baum, Chris Brown, Richard Durishin, Kelly Kennedy, Ken Livingston, Chris Skelly, MaryEllen Thibodeau, Emily Wolfe

Guest: Barry Finkelstein

1. The meeting was called to order at 6:35 by Laura Baum.
2. Business Planning Discussions and Decisions

Barry Finkelstein, the business planning consultant, reviewed the business planning process and findings (contained in Business Plan, distributed in advance).

The main points were:

* The Board has defined what Bike Walk’s areas of focus should be including: Advocacy (including expanding grassroots advocacy, implementing Complete Streets, filling board vacancies with advocacy experts), Education (educational offerings that BWCT is uniquely positioned to deliver); and Fundraising (focus on expanding capacity for growth and sustainability).
* The Board’s goals should be to spend more time and resources on the focus areas and drastically eliminate or scale back on other activities.
* The Board should focus on developing its own leadership capacity, recruitment and increasing expertise on the Board.

Board discussion touched on the following:

* The Board needs to assess what time/effort expectations need to be established for Board members

* The Board should consider changing meeting schedules to quarterly – fewer time in meetings and more time doing the work
* Board should consider a task force structure to do the work now done by committees
* Laura will contact each Board member to discuss commitments and interests and have a conference call to include members who were not present at this meeting
* Need commitments from members on specific projects especially the 1) Annual Dinner and 2) study of the feasibility of a statewide ride, which the Board agreed should be done before the July meeting

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* Since a priority is to invest in a professional fundraiser; a working group should be established develop criteria and implement the search. Considerations include what kind of experience (grant writing, major gifts?); contacts; geographical area of the state

1. Discover Hartford Discussion and Decision

The Board discussed the pros and cons of partnering with the Connecticut Cycling Advancement Program (CCAP) to co-sponsor and promote the Connecticut Gran Fondo and the Discover Hartford Tour on September 21.

Pros: The Tour is an important part of BWCT identity and branding

It gets families and children on bikes for recreation in a fun and safe way

It is a fundraiser and promotional tool

If we don’t do it in 2014 may lose the event completely

Cons: The Gran Fondo and Discover Hartford attract different audiences so promoting them together will be confusing

The Gran Fondo is a race and may make the Discover Hartford Tour less safe/fun for the tour participants;

The Gran Fondo and Discover Hartford have different goals;

The Gran Fondo’s fee structure is incompatible with BWCT’s goals for the Discover Hartford Tour and they are too high for our audience

There was agreement that whatever the decision, the relationship between CCAP and BWCT is productive and positive and that we should invite CCAP to participate with BWCT as a business member.

A motion was made and seconded to take a “time out” in 2014 on the Discover Hartford tour and spend the year working on the business plan and analyzing how the Tour fits into the organization’s larger goals. The motion passed unanimously.

1. Annual Review

Laura Baum reviewed the proposed process for Executive Director Performance Review and Pay Raise Evaluation (included in the Board packet).

Chris Brown moved to accept the process.

Emily Wolfe seconded.

Motion passed.

Next meeting: Wednesday July 9, 2014

Adjourn: 8:45

Respectfully submitted,

Emily Wolfe