



## Board Meeting Agenda

September 9, 2015

**ERIC TOWN SQUARE, 124 HEBRON AVE, GLASTONBURY**

**6:30 pm Call to Order; Establish Quorum, Welcome – Laura**

**6:30 pm Brief introductions**

**6:35 pm Review & approve minutes of August 2015 board meeting – Kelly**

**Financials – review and discussion – Scott**

**6:45 pm Mission Statement – Kelly**

We'll review our mission statement as an orientation for new folks and refresher for veterans

*Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut.*

**6:55 pm Calendar of initiatives and meetings – Kelly**

**7:05 pm Bike shop/club ambassador report – All**

Each director has several clubs/shops that they regularly check-in with. We use a few minutes at each meeting to report back on who we've been in touch with.

**7:10 pm HR Consultant update – Kevin**

**7:15 pm Discover New Britain update – Chris Skelly**

Assignments for 9/27 event

**7:35 pm Annual Dinner/Silent Auction update – Kelly/Emily/Scott**

**7:45 pm Merritt Parkway Trail – Ray**

**7:50 pm Review, assign, schedule action steps coming out of this meeting**

Consider in-person meetings for Oct (advocacy agenda) and Dec (annual appeal, 2016 budget, nominations), rather than conference calls.

### **For Your calendar!**

- 2015 Board Meetings: Oct 14, Nov 11, Dec 9
- Discover CT—New Britain: Sept. 27
- 2015 Annual Dinner: Nov. 20

**Thank you and adjourn**

**Attachments:** August minutes, Board Terms Spreadsheet, Bike Shop & Club Ambassador Checklist 2015

**Bike Walk Connecticut**

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## Board Meeting **MINUTES** August 12, 2015

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**Mission:** *Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling safe, feasible, and attractive for a healthier, cleaner Connecticut.*

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Bill Young called the conference call meeting to order at 6:36 pm. Participating were: Bill Young, Scott Gamester, Ray Willis, Laura Baum and Kelly Kennedy. Kevin Vicha joined the call at 6:45 pm. Chris Brown joined the call at 7:05 pm.

1. **Minutes** – There were no revisions or comments on the minutes for the July 2015 board meeting. Action: The minutes of the July 2015 board meeting were approved following a motion by Scott Gamester, seconded by Ray Willis.
2. **Financials** – Kelly Kennedy summarized the financials. Our bottom line has benefitted from three revenue raising events (Discover West Hartford, NACTO workshop, Summit) that we didn't hold last year. Our cash on hand was 90,636 as of 8/10/15. As of July 31, 2015, our net income was 7851 (66032 income, 58081 expenses). Our average monthly expenses are 8297 in 2015 (versus 8213 in 2014). Action: The year to date financials through July 31 were accepted, following a motion by Scott Gamester, seconded by Ray Willis.
3. **990 Filing** – Scott Gamester reported that the 990 filing was about 85% completed. Kelly reported that she is trying to arrange a consultation with a nonprofit accountant to help re-organize our charts of accounts and bookkeeping practices, but summer vacations are intervening. Next steps: Scott will request an extension to file, moving the due date from 8/15 to 10/15.
4. **Nominations:** Along with a discussion of staggered 3-year terms, the board discussed the Nominating Committee's recommended slate of four candidates to the Board of Directors. Kevin Vicha reported that the Nominating Committee would like to establish a practice of having future board candidates attend an in-person meeting. Following a motion by Scott Gamester, seconded by Ray Willis, *Colleen Kelly Alexander; Sean Alexander; Brendan Harris, and Sue Smith* were elected to the Bike Walk CT Board of Directors, with direction to the Nominating Committee to finalize each new director's term to balance the "classes" of 2015, 2016 and 2017. Kelly noted that she has started preparing a new board member orientation manual, which Kevin offered to help collaborate on and print.

Next steps: Kevin will follow up with Colleen, Sean and Sue. Kelly will follow up with Brendan, add all to the board distribution list, and include in the distribution of next month's meeting materials. Kelly and Kevin will work on the board manual in the interim.

5. **Bike Shop/Club Ambassador Outreach:** Bill Young, Ray Willis, and Scott Gamester have reached out to some of their respective bike clubs and shops. Kelly reported that Chris Skelly had also contacted Keith Nappi / Suburban Sports. While it's been hard to connect with people at the shops, Kelly thought that just initiating contact was good step toward building relationships. Kelly noted that Discover New Britain posters and postcards would be available soon, which directors would be asked to deliver to their bike shop/clubs. Next steps: Being an ongoing effort, this topic will be included in future meeting agendas.

6. **ED Report: Kelly reported that:**

- a. **Current membership** is at 295, hovering as usual right around the 300 mark.
- b. **The mission statement** omits a reference to walking. This could easily be rectified by inserting “and walking” after “bicycling”. The mission statement would read: *Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible, and attractive for a healthier, cleaner Connecticut.* Bill Young proposed that we take this up at the next in-person board meeting, in September.
- c. The **Share the Road brochure** that was part of the 2014-2015 scope of work under the DPH contract couldn't be completed by June 30 with everything else that was going on. There's a good chance that we may be given an extension of time to complete the design, printing and distribution. If not, we will need to refund about \$3500-4000 that was allocated for the brochure in the 2014-2015 contract. Copy for the brochure is complete. Design is in progress. There's a good chance that it could be in print within a month.
- d. We are now in year 3 of the 5-year, \$13,884/year **DPH complete streets contract**. The scope of work needs to be finalized for 2015-2016. It will likely entail another conference, focusing on pedestrian issues, and ongoing “share the road” education.
- e. The LAB needs to reschedule its **Bike Friendly Community visits to Middletown and Newington** planned for 8/24-8/25, probably for September. (See details in board package.)
- f. **Upcoming projects** for the fall include working with Scott Gamester and Ray Willis on “**key performance indicators**” to serve as a dashboard for measuring our impact and progress, as well as working on an **advocacy agenda** with Dave Head.

These are just the most immediate topics Kelly is working on. Please see board package for the more complete list.

7. **Discover New Britain** (Sept 27): Chris Skelly was not on the call, but Bill Young called attention to her update in the board package and Chris's request for board assistance on sponsorships, day of event volunteering, publicity, and of course, please register. Ideas for a celebrity emcee included Colin McEnroe, Chion Wolf, Mayor Erin Stewart, local legislators, or a local news reporter. Next steps: Chris Brown will touch base with Chris Skelly about inviting Chion Wolf,
8. **Annual Dinner** (Nov 20): Suggestions for guest speaker included: Beth Bye, Veronica Vanterpool (TriState); Richard Fries (Mass Bike, formerly People for Bikes); Ellie Blue, John Ratzenberger, UVM professor \_\_\_ and \_\_\_ [get names from Chris Brown]; Mary Collins, Governor Malloy, David Letterman, Nicole Freedman (Olympic cyclist and former Boston bike czar), Anthony Foxx, Chris Murphy, Richard Blumenthal, Mark Fenton, Jeanette Sadik Khan. In the newsletter that went out on 8/12, Kelly invited readers to send their suggestions for guest speaker. Next steps: Additional speaker ideas should be sent to Kelly and Emily Wolfe. Bill Young suggested that the September board meeting agenda include detailed planning for the annual dinner.
9. **Silent Auction** (Nov 20): Scott Gamester is getting silent auction solicitations underway but needs additional support from the board and others. Bill Young suggested that the September board meeting agenda include detailed planning for the silent auction.
10. **Cycling without Age event in West Hartford**: Kevin Vicha asked for another director to join him at the August 26 Cycling without Age event in West Hartford. See ["Slow Roll" Senior Bike Event Comes To West Hartford](#).

**Bill Young adjourned the meeting at 7:43 pm.**

	Name	Date appointed	end of first term	date reappointed	end second term	date reappointed	resignation date	date must go off board
1	Chris Brown	Jun-10	Dec-12	Jan-13	Dec-15			Dec-18
2	Colleen Alexander	Aug-15	Dec-15					Dec-21
3	Sean Allexander	Aug-15	Dec-15					Dec-21
4	Sue Smith	Aug-15	Dec-15					Dec-21
5	Emily Wolfe	Dec-11	Dec-13	Jan-14	Dec-16			Dec-19
6	Ray Willis	May-13	Dec-13	Jan-14	Dec-16			Dec-19
7	Brendan Harris	Aug-15	Dec-16					Dec-22
8	Kevin Vicha	Jan-15	Dec-16					Dec-22
9	Laura Baum	Jan-13	Dec-14	Jan-15	Dec-17			Dec-20
10	Chris Skelly	Jan-13	Dec-14	Jan-15	Dec-17			Dec-20
11	Scott Gamester	Jan-15	Dec-17					Dec-20
12	David Head	Jan-15	Dec-17					Dec-20
13	Bill Young	Jan-15	Dec-17					Dec-20
14								
15								
		term expires Dec 2015						
		term expires Dec 2016						
		term expires Dec 2017						
	board members can serve maximum of 2 consecutive 3 year terms and then must take off a minimum of 1 year							
	bylaws were revised Sep 21, 2011 to allow 15							

## Bike Shop and Bike Club Ambassadors

We first discussed the bike club/bike shop ambassador concept in March 2014. The purpose of having Bike Walk Connecticut directors function as ambassadors to CT bike clubs and bike shops is to:

- Re-engage bike shops across the state with Bike Walk Connecticut and build and maintain strong, long-lasting relationships with them;
- Raise awareness of Bike Walk Connecticut and our work among bike shop customers and bike club members;
- Build our base of individual members and donors;
- Acquire the financial and general support of bike shops and clubs, through business memberships, donations, or specific sponsorships;
- Ultimately, strengthen our statewide presence and revenue base.

### How it Can Work

1. Each director would serve as an ambassador to at least 2 or 3 specific bike clubs and shops as close to their residence or workplace as possible.
2. Directors operate as the lead point of personal contact for all Bike Walk Connecticut matters specific to his or her bike shops and clubs.
3. Directors call and visit each of their bike shops or clubs once a month.
4. Initial visits will be to re-engage the bike shop or club or introduce them to Bike Walk Connecticut, for those that have had no previous relationship with us. Subsequent visits and calls will be to update the shops and clubs on our work, learn about their initiatives and interests, identify specific ways we can be of mutual assistance, and build our business and individual membership and donor base.

#### Keep these handy:

- ✓ Bike Walk CT business cards
- ✓ Brochures
- ✓ Business Membership flyer
- ✓ Press Release on 2015 Bike Bill

### Bike Shop Liaison Checklist and Talking Points

- Visit the shop. Try to pick a slower time when the staff will have time to talk to you. Call ahead to find the best time to talk to the owner.
- Introduce yourself as a director of Bike Walk CT. Ask if they know about us.
- Tell them we're reaching out to bike shops to look for ways to collaborate to get more people riding bikes, more often.
- Tell them who we are and what we do.
  - We're CT's only advocacy and education organization that works at the state level to make CT a better place to bike and walk. We're a member-supported not-for-profit. Our mission focuses on "active transportation."
  - We got the "Bike Bill" passed in 2015 that lets cyclists ride as far to the right of the road as judged safe by the cyclist, instead of "as practicable." The new law also allows for modern bike lanes, cycle tracks, buffered bike lanes, contraflow lanes to be designed in CT.
  - We got the Vulnerable User bill passed in 2014 and the 3' safe passing foot law enacted in 2009.
  - We're working on getting the state and towns to implement complete streets policies.
  - We organize Bike to Work Day (May), a statewide summit, the Discover Connecticut tours (next is New Britain on Sept 27), an Annual Dinner in November
  - We have attended the national summit on behalf of CT and organize lobby day with our US Senators and Congressmen/women. [note: but not in 2015]
- Tell them who's on our distribution list from their shop. Is that the best contact? If not, who?
- Are they willing to (or do they) use parts of our newsletter in their news to customers? *If so, be prepared to forward our material personally to them as a follow up.*
- Start talking up Discover New Britain (Sept 27). Thoughts for getting more riders involved?
- Ask if you can leave some Bike Walk CT brochures by the register.
- Mention the business membership and sponsorship package. Leave a flyer behind.
- Ask they would be willing to provide any benefits to Bike Walk CT members
- Record any important takeaways, suggestions or follow up points for your next visit and to report back at the next board meeting.
- Schedule another visit on your calendar.

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