



Board Meeting Agenda

Sept 11, 2013

6 pm – pizza and conversation
6:30 – 8:30 pm - Meeting

56 Arbor Street, Suite 310A, Hartford

6:00 pm	Pizza and conversation
6:30 pm	Welcome; call to order; establish quorum;
6:30 pm	Approve minutes of July 2013 board meeting (attached)
6:35 pm	Financial Report – Ken See financials through 5/31/13, <i>Forthcoming</i> .
6:45 pm	SEPT 21 Discover Hartford Publicity Request and Update - Kelly
7:00 pm	Annual Dinner & Silent Auction Update – Save Nov. 12! – Emily & Jean Sandhofer
7:15 pm	Communications & Marketing – Gary, Kelly Branding session for September board meeting postponed to late October or early Nov. Watch for doodle poll. Discuss what to expect, how to prepare, how we'll be better positioned (Gary). Quick summary of web traffic. Reminder of upcoming membership survey. (Kelly)
7:25 pm	Advocacy Committee Update – Tom Plans for agenda setting with outside experts, recent advocacy asks.
7:35 pm	Membership & Revenue Development Committee Update & Next Steps - Laura Upcoming business membership appeal; upcoming annual appeal; pricing for email/newsletter sponsorship and web ads; DPH, Whole Foods, Stop & Shop grantseeking.
7:45 pm	Outreach Committee Update & Next Steps – Sandy, Ray Results of recent outreach efforts; upcoming events.
7:55 pm	Bike Ed Committee Update & Next Steps – MaryEllen
8:05 pm	Bike to Work Next Steps – MaryEllen
8:10 pm	Nominating Committee Update & Next Steps – Sandy
8:25 pm	Wrap Up & Review <ul style="list-style-type: none"> • Review action steps from tonight's meeting • 2013 Board Meeting Schedule: Nov 13. • Discover Hartford: Sept. 21 • 2013 Exec Comm Meeting Dates: Oct 9, Dec 11 • Please mark your calendars now!
8:30 pm	Adjourn – Thank you!

Bike Walk Connecticut Membership as of 8/31/13

CURRENT Members = 277

Business Member - Bronze	1
Family/Household	58
Family/Household - Recurring	3
Individual	166
Individual - Recurring	16
Lifetime	2
Student	2
Supporting	19
Supporting - Recurring	7
Sustaining	3

LAPSED Members = 142

Individual	112
Supporting	8
Family/Household	17
Business Class	5

Never Members = 2428 (or no renewal date in GiftWorks)

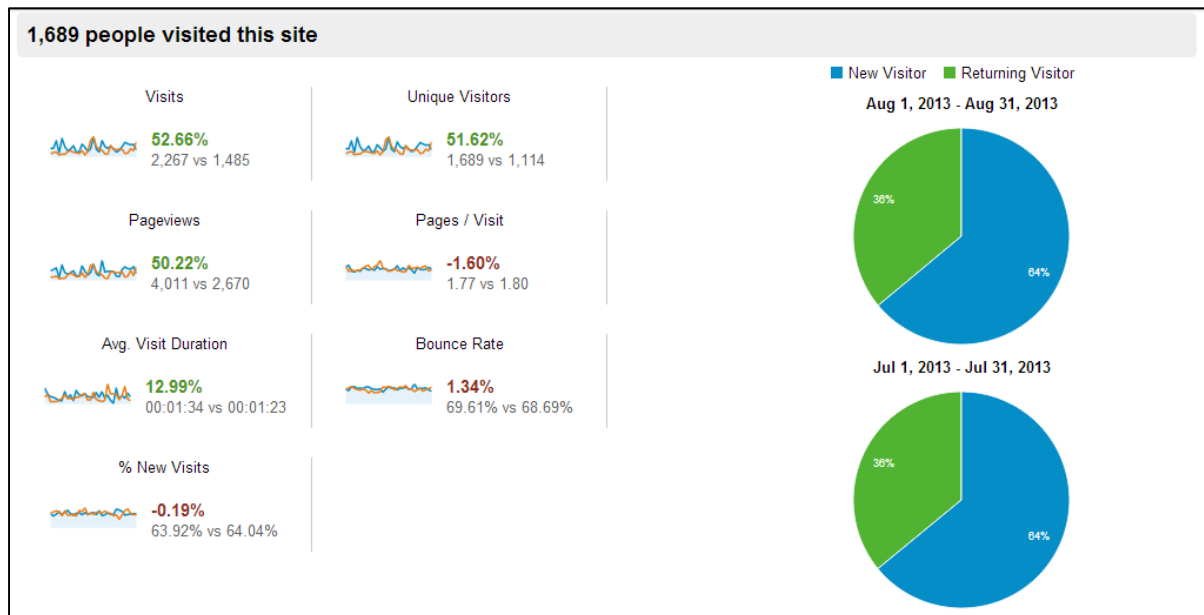
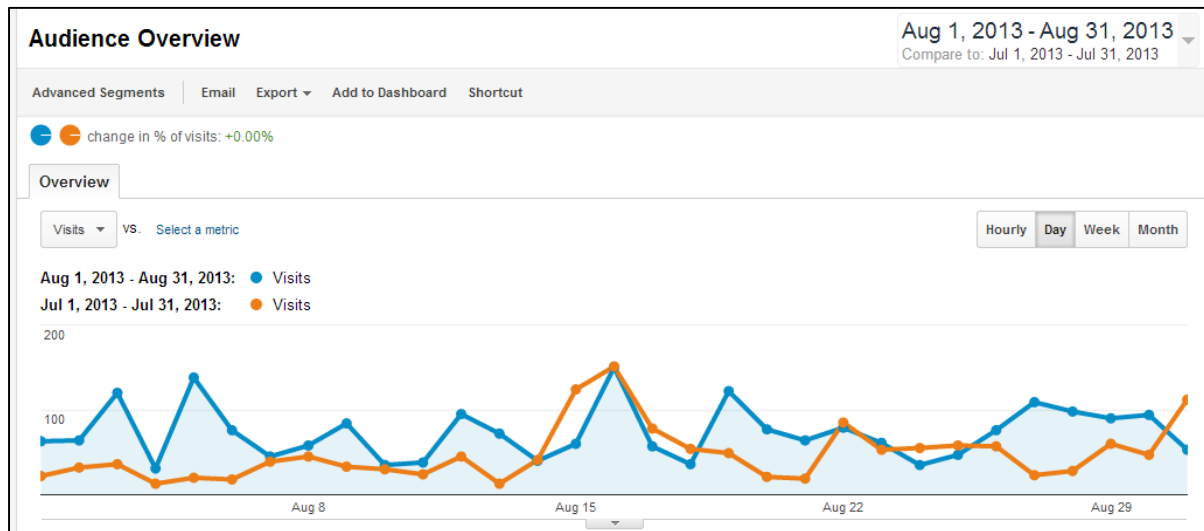
Individual	53
Supporting	6
Sustaining	2
Family/Household	3
No membership history for this address	1974
Guest Subscriber - May 13	285
Guest Subscriber - Mar 13	7
Guest Subscriber - Apr 13	93
Guest Subscriber - Feb 13	2
Guest Subscriber - Jan 13	3

Membership Changes by month

	Jul-13	Aug-13
Total	261	277
Individual	158	166
Individual - Recurring	16	16
Family/Household	53	58
Family/Household - Recurring	3	3
Supporting	19	19
Supporting - Recurring	7	7
Sustaining	1	3
Sustaining - Recurring	0	0
Lifetime	2	2

Bike Walk CT Web Stats, Aug 2013 vs July 2013

- 1689 people visited site in August, 1114 in July
- Most visits in day = 150 in Aug, 151 in July
- 64% of visitors are new in July and in August, coincidentally (does that mean some July visitors never came back?)



Bike Walk Connecticut

What's Going On?

(reprinted as a reminder from 08/29/2013 post to Board Room page)

Wondering what's ahead for Bike Walk Connecticut? Here are most of the biggest things on our plate through the end of the year:

August

- Exec Committee Meeting
- DHT planning
- Newsletters
- HFPG submission
- Membership renewal blasts
- Close out Bike Racks Grant from 2007
- Annual dinner & auction planning
- Branding Session?
- TS 101 with tony and chris b?
- Advocacy Agenda Planning starts
- Annual dinner & auction planning and promotion
- Exec Comm meeting - strategic plan review and checkpoint
- Newsletters
- Membership renewal blasts
- Annual appeal planning

September

- Proceed with HFPG Business Planning Grant from 2011
- Conduct Member & Nonmember surveys
- Planning for Business membership & sponsorship appeal
- DPH discussions
- Trinity Internship Fair
- Board meeting
- DHT 9/21
- Race 9/22
- Volunteer thank you happy hrs
- DHT debriefing and reporting
- Newsletters
- Membership renewal blasts
- Annual dinner & auction planning
- Live Green tabling in Stamford

October

- Start developing Annual Report
- Business membership & sponsorship appeal
- Debriefing, planning meeting with 9/22 race organizers (continued)

November

- Advocacy Agenda planning continues
- Annual dinner and auction
- Board meeting - strategic plan review and checkpoint
- Annual appeal begins
- Annual dinner and auction - debriefing and reporting
- Newsletters
- Membership renewal blasts
- Committee meetings?

December

- Advocacy Agenda finalized
- Exec Comm meeting - strategic plan review and checkpoint
- Annual Appeal continues
- Newsletters
- Membership renewal blasts
- Bylaws review and revisions
- Year end bookkeeping
- Committee meetings?
- Budget review & proposal for 2014

Bike Walk Connecticut
Meeting of the Board of Directors
Wednesday, July 10, 2013 6:30-8:30 pm
Bike Walk Connecticut HQ
56 Arbor Street, Suite 310A, Hartford, CT 06105

Attendees: Mary Ellen Thibodeau, Chris Brown, Sandy Fry, Kelly Kennedy, Tom O'Brien, Luis Rivera, Emily Wolfe, Laura Baum, Gary Griffin, Chris Skelly, Ray Willis, Kelly Rago

1) Meeting called to order at 6:40 by President Mary Ellen Thibodeau. The Board welcomed the two newest members, Kelly Rago and Ray Willis.

2) Minutes of the May 8, 2013 Board meeting. Mary Ellen Thibodeau asked for two corrections (additions are in boldface):

The Board approved a motion to authorize Kelly to advertise for and select a part-time administrative assistant **for a period of 6 months at a cost of \$6,000**

Gary Griffin described initial meetings and plans for developing consistent message and branding **and plans to organize a Board workshop on branding and messaging**

Sandy Fry moved to accept the minutes as corrected. Chris Brown seconded, motion passed.

3) Financial Report: Kelly Kennedy reviewed the Profit and Loss Report for the period of January 1 through June 30. There was a \$9,900 loss, which was expected for the first half of the year. Kelly will develop a system to track actuals against the budget on a quarterly basis instead of comparing quarterly actuals to annual projections.

There was discussion of CSG, the source of our \$15,000 grant received in 2013. Because of trends in the business and events at the company, it is not anticipated Bike Walk will receive this amount again. The Board will need to look at ways to replace this revenue or cut expenses.

5) Committee Updates

Discussion was in context of the following strategic goals; progress planned for next two months; are there any major issues that the Board needs to address; are we adequately addressing the walk component; are the committees advancing core element of mission.

Priority is for committees to concentrate on how to make sure the organization and programs are sustainable.

Business Membership and Sponsorship Opportunities Proposal – Laura presented the draft Business Membership Opportunities chart. There was discussion related to the proposed structure for business membership, which ranged from Bronze (\$250) to Premier Custom (\$5,000).

Laura also presented the draft Sponsorship Opportunities chart. These opportunities would be marketed annually to potential sponsors, not event-by event and would accompany business membership document.

Sandy moved that the Board adopt the committee's proposed membership structure and rates. Chris Skelly seconded. Motion passed.

The document *Evaluating New Business Opportunities and Initiatives* was distributed. The purpose is to give the Board, Committees and Kelly guidelines for analyzing opportunities and deciding what activities are high value. The consensus was that it is a good tool for guiding discussion and decision-making -- the Board can use it to vet business opportunities, and in Kelly can use it to decide herself about how to respond to requests for participation in events.

Advocacy – Tom

There was discussion of this legislative session's success with Distracted Driving legislation; and disappointment with the Vulnerable Users Bill. Next year will continue to work on preparing our legislative agenda in advance. .

Kelly suggested as an Action Step the Board look at the transportation visioning site at transformct.org.

Communications - Gary, Kelly

There was discussion of having the branding workshop for the Board at the September meeting. Planning steps include developing a questionnaire for the Board and for members, and compare the answers.

Outreach – MaryEllen, Sandy

Sandy reported – much time is spent fielding requests for tabling at other organizations' events and for requests for speakers. Requests for weekend festivals are high at this time of year.

Discover Hartford – Kelly

The tour is September 21st. Tara created a sponsorship package and is working on publicity. Board members need to be involved in recruiting, publicizing and finding sponsors through personal contacts and social media.

Annual Dinner and Silent Auction –Event will now be on **November 12th** in Alumni Hall at CCSU. Board will be asked to sell tables; secure auction items and sell ads in program book.

Meeting was adjourned at 8:30.

Respectfully submitted,

Emily Wolfe, Secretary

Next Board meeting: Tuesday, September 11, 2013

Next Executive Committee Meeting: Wednesday, August 14, 2013