



Board Meeting Agenda

January 15, 2014

56 Arbor Street, Hartford

6:00 pm Pizza and conversation

6:30 pm Call to order; establish quorum - MaryEllen

6:35 pm Review and approve minutes of December 2013 meeting - Emily

6:40 pm Review and accept 2013 financial report – Ken

6:45 pm Program Updates

- Annual Dinner & Silent Auction – Kelly, Chris S – 5 min
- Legislative Advocacy – Kelly - 5 min
- DPH Complete Streets Grant and cost allocation plan – Kelly – 5 min
- Outreach – Sandy – 5 min
- Bike to Work – Kelly (chair is open) – 5 min
- Discover Hartford Bicycle Tour Partnership Proposal – all – 20 mins

7:30 pm Operation/Business Updates

- Annual Appeal – Kelly – < 5 min
- Business Planning Grant – Emily & Kelly – 5 min
- Branding Work - next steps – Gary – 5 min
- Business Memberships – Kelly – < 5 min
- Nominating Committee Report – 5 min

7:50 pm Officer Nominations and Director Reappointments – Sandy

7:55 pm 2014 Budget Proposal – Discussion and adoption – all

8:15 pm Review action steps coming out of this meeting

Next meeting: Wed. March 12, 2014

8:20 pm Adjourn

Bike Walk Connecticut

PO Box 270149, West Hartford, CT 06127-0149 | 860.904.2420 | bikewalkct@bikewalkct.org | www.bikewalkct.org

**Bike Walk Connecticut
Meeting of the Board of Directors
Wednesday, December 12, 2013 7:00 – 9:00 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, Emily Wolfe, Laura Baum, Gary Griffin, Chris Skelly, Ray Willis, Kelly Rago

The meeting was preceded by Branding Session, Part 2 – led by Gary.

- 1) The meeting was called to order at 7:09 by Mary Ellen Thibodeau.
- 2) Minutes of the September 11, 2013 Board meeting .

Kelly Rago moved to accept the minutes. MaryEllen Thibodeau seconded, motion passed.

- 3) Financial Report: Ken summarized the previously distributed financial statement, noting some items needed correction and reclassification and that a review of annual dinner revenues was necessary. Although we are not sure of the exactly year end results, generally we are ahead of where we expected since at the beginning of the year we projected a \$15,000-\$20,000 loss and we are doing much better than that.

The 2014 budget will be presented to the Board of adoption at the January meeting.

- 4) Report on Mission Impact/Sustainability Survey

Kelly Kennedy summarized the results of the Board survey. The survey was designed to elicit views about the mission impact and sustainability of our various programs and should be useful in guiding planning for the 2014 budget.

There was particular discussion of Bike Education, the Discover Hartford Tour and the National Summit and what volunteers can accomplish as opposed to paid staff. For example, the tour is useful as a way to engage people and get people on bikes but it is very labor intensive and requires more volunteers. A strong infrastructure of volunteers in other part of the state would be necessary to expand the tour beyond Hartford Bike Education requires a dedicated staff person. There was discussion of the benefits of attendance at the National Summit..

- 5) Funding Developments

Kelly reported on the HFPG grant for business planning, the Bike Rack grant and DPH Complete Streets advocacy.

- 6) Annual Dinner Report –

The Annual Dinner and Silent Auction report was reviewed. A total of 247 seats were purchased. Preliminary estimates were that the event netted over \$10,000.

Minutes
December 10, 2013
Page two

7) Acknowledge Successes of 2013

Each Board member spoke about what they considered the highlight of the year, mentioning among other things Bike to Work, the Discover Hartford Tour, and the Annual Dinner.

8) Wrap Up, Review Adjourn

The 2014 Board meeting schedule was approved: 1/15; 3/12; 5/14; 7/9; 9/10; 11/12

Meeting was adjourned at 9:00 pm

Respectfully submitted,

Emily Wolfe

Bike Walk Connecticut

Profit & Loss

January through December 2013

	Jan - Dec 13
Ordinary Income/Expense	
Income	
43400 · Direct Public Support	
43410 · Corporate Contributions	
43410.1 · Bike to Work Corporate Donation	128.95
43410 · Corporate Contributions - Other	21,000.00
Total 43410 · Corporate Contributions	21,128.95
43430 · Grants	
43431 · Grants, restricted	5,000.00
Total 43430 · Grants	5,000.00
43450 · Individual Contributions	
43453 · Annual Appeal	1,565.00
43454 · Employer Matching Gifts	1,364.76
43452 · United Way/Workplace Giving	232.75
43450 · Individual Contributions - Other	2,891.97
Total 43450 · Individual Contributions	6,054.48
Total 43400 · Direct Public Support	32,183.43
46400 · Miscellaneous Income	4,740.60
47200 · Program Income	
47280 · Bike Walk CT Jersey	300.00
47260 · CT Bike Walk Summit	
47260.2 · Exhibitors	825.00
47260 · CT Bike Walk Summit - Other	3,919.66
Total 47260 · CT Bike Walk Summit	4,744.66
47250 · Bike Education	5,989.08
47210 · Bike to Work	2,574.80
47220 · Memberships	
47222 · Membership Dues	
47222.2 · Renewal Memberships	600.00
47222 · Membership Dues - Other	5,981.36
Total 47222 · Membership Dues	6,581.36
47221 · Bike Shop/Business Memberships	676.20
47220 · Memberships - Other	2,688.53
Total 47220 · Memberships	9,946.09
47240 · Rides and Walks	
47244 · Hartford Bike Tour Regi	4,020.00
47244 · Hartford Bike Tour Registration	14,005.87
47245 · Discover Hartford Tour Sponsors	8,500.01
Total 47240 · Rides and Walks	26,525.88
47240* · Program Service Fees	
47231 · Annual Dinner	5,782.81
47233 · Silent Auction	10,046.19
Total 47240* · Program Service Fees	15,829.00
47200 · Program Income - Other	500.00
Total 47200 · Program Income	66,409.51
Total Income	103,333.54
Gross Profit	103,333.54
Expense	
63000 · Program Services Expenses	
63950 · Bike Jerseys	259.70
63900 · Statewide Summit	1,613.80
63800 · Hartford Bicycle Rack Project	
63801 · Contract Servicess	1,404.00
Total 63800 · Hartford Bicycle Rack Project	1,404.00

Bike Walk Connecticut

Profit & Loss

January through December 2013

	Jan - Dec 13
63100 · Annual Dinner	
63140 · Food and Beverages	10,499.09
Total 63100 · Annual Dinner	10,499.09
63200 · Silent Auction	
63230 · Supplies	1,713.87
Total 63200 · Silent Auction	1,713.87
63300 · Hartford Tour	
63360 · Event Insurance	1,210.30
63350 · Materials	745.81
63310 · Printing	1,801.26
63320 · Outside Contract Services	2,500.00
63330 · Supplies	376.86
63300 · Hartford Tour - Other	1,562.40
Total 63300 · Hartford Tour	8,196.63
63400 · Bike Education	
63405 · Contractural Services	200.00
63404 · Equipment Maintenance	1,030.00
63420 · Coordinator/Instructors	1,325.00
Total 63400 · Bike Education	2,555.00
63500 · Bike to Work	
63530 · Publicity	877.00
63510 · Advertising	500.00
Total 63500 · Bike to Work	1,377.00
63600 · Advocacy Expenses	175.00
Total 63000 · Program Services Expenses	27,794.09
65000 · Operations	
65011 · Board Development	237.90
65090 · Office Space- Rent	6,695.00
65340 · Benefits/Employment Taxes	5,888.18
65330 · Salaries	56,450.29
65001 · Business Registration Fees	550.00
65005 · Bank Service Charges	
65005.2 · PayPal Service Charge	389.72
65005.3 · Credit Card Processing Fee	117.65
65005.1 · Payroll Processing Charges	1,115.54
Total 65005 · Bank Service Charges	1,622.91
65015 · Membership Dues	575.00
65020 · Postage, Mailing Service	394.94
65030 · Printing and Copying	1,238.93
65040 · Supplies	418.75
65050 · Telephone, Telecommunications	1,264.74
65060 · Website	174.96
65120 · Insurance - Liability, D and O	1,294.52
65200 · Technology, software, etc.	1,115.96
65310 · Conference, Convention, Meeting	305.54
65320 · Travel	1,291.83
Total 65000 · Operations	79,519.45
66000 · Payroll Expenses	0.01
Total Expense	107,313.55
Net Ordinary Income	-3,980.01
Net Income	-3,980.01

Bike Walk Connecticut Balance Sheet As of December 31, 2013

	<u>Dec 31, 13</u>
ASSETS	
Current Assets	
Checking/Savings	
Other Income	-25.00
13000 · Petty Cash	-288.95
10000 · Webster Bank - checking	96,319.50
11000 · PayPal	-3,887.47
12000 · CD	10,584.73
Total Checking/Savings	<u>102,702.81</u>
Total Current Assets	<u>102,702.81</u>
TOTAL ASSETS	<u>102,702.81</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	-750.00
Total Accounts Payable	<u>-750.00</u>
Credit Cards	
14000 · Webster Bank Credit Card	935.26
Total Credit Cards	<u>935.26</u>
Other Current Liabilities	
24000 · Payroll Liabilities	3,769.55
Total Other Current Liabilities	<u>3,769.55</u>
Total Current Liabilities	<u>3,954.81</u>
Total Liabilities	3,954.81
Equity	
32000 · Unrestricted Net Assets	102,728.01
Net Income	-3,980.01
Total Equity	<u>98,748.00</u>
TOTAL LIABILITIES & EQUITY	<u>102,702.81</u>

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01/03/14

Cash Basis

Bike Walk Connecticut

Profit & Loss Budget vs. Actual

January through December 2013

	Jan - Dec 13	Budget
Ordinary Income/Expense		
Income		
43400 · Direct Public Support		
43410 · Corporate Contributions		
43410.1 · Bike to Work Corporate Donation	128.95	
43410 · Corporate Contributions - Other	21,000.00	35,000.00
Total 43410 · Corporate Contributions	21,128.95	35,000.00
43430 · Grants		
43431 · Grants, restricted	5,000.00	
Total 43430 · Grants	5,000.00	
43450 · Individual Contributions		
43453 · Annual Appeal	1,565.00	2,500.00
43454 · Employer Matching Gifts	1,364.76	1,500.00
43452 · United Way/Workplace Giving	232.75	
43450 · Individual Contributions - Other	2,891.97	3,000.00
Total 43450 · Individual Contributions	6,054.48	7,000.00
Total 43400 · Direct Public Support	32,183.43	42,000.00
46400 · Miscellaneous Income	4,740.60	500.00
47200 · Program Income		
47280 · Bike Walk CT Jersey	300.00	
47260 · CT Bike Walk Summit		
47260.2 · Exhibitors	825.00	1,000.00
47260 · CT Bike Walk Summit - Other	3,919.66	3,600.00
Total 47260 · CT Bike Walk Summit	4,744.66	4,600.00
47250 · Bike Education	5,989.08	3,500.00
47210 · Bike to Work	2,574.80	8,600.00
47220 · Memberships		
47222 · Membership Dues		
47222.2 · Renewal Memberships	600.00	
47222 · Membership Dues - Other	5,981.36	8,000.00
Total 47222 · Membership Dues	6,581.36	8,000.00
47221 · Bike Shop/Business Memberships	676.20	2,500.00
47220 · Memberships - Other	2,688.53	
Total 47220 · Memberships	9,946.09	10,500.00
47240 · Rides and Walks		
47244 · Hartford Bike Tour Regi	4,020.00	
47244 · Hartford Bike Tour Registration	14,005.87	15,000.00
47245 · Discover Hartford Tour Sponsors	8,500.01	10,000.00
47246 · Discover Bike Tour Grants	0.00	5,000.00
Total 47240 · Rides and Walks	26,525.88	30,000.00

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01/03/14

Cash Basis

Bike Walk Connecticut Profit & Loss Budget vs. Actual January through December 2013

	Jan - Dec 13	Budget
47240* · Program Service Fees		
47231 · Annual Dinner	5,782.81	9,000.00
47233 · Silent Auction	10,046.19	4,000.00
Total 47240* · Program Service Fees	15,829.00	13,000.00
47200 · Program Income - Other	500.00	
Total 47200 · Program Income	66,409.51	70,200.00
Total Income	103,333.54	112,700.00
Gross Profit	103,333.54	112,700.00
Expense		
63000 · Program Services Expenses		
63950 · Bike Jerseys	259.70	
63900 · Statewide Summit	1,613.80	1,800.00
63800 · Hartford Bicycle Rack Project		
63801 · Contract Servicess	1,404.00	
Total 63800 · Hartford Bicycle Rack Project	1,404.00	
63100 · Annual Dinner		
63110 · Printing	0.00	500.00
63120 · Outside Contract Services	0.00	100.00
63130 · Supplies	0.00	100.00
63140 · Food and Beverages	10,499.09	5,000.00
63160 · Postage	0.00	200.00
Total 63100 · Annual Dinner	10,499.09	5,900.00
63200 · Silent Auction		
63230 · Supplies	1,713.87	
Total 63200 · Silent Auction	1,713.87	
63300 · Hartford Tour		
63370 · Equipment rental	0.00	100.00
63360 · Event Insurance	1,210.30	1,000.00
63350 · Materials	745.81	5,000.00
63310 · Printing	1,801.26	2,500.00
63320 · Outside Contract Services	2,500.00	3,000.00
63330 · Supplies	376.86	750.00
63340 · Postage	0.00	250.00
63300 · Hartford Tour - Other	1,562.40	
Total 63300 · Hartford Tour	8,196.63	12,600.00

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01/03/14

Cash Basis

Bike Walk Connecticut Profit & Loss Budget vs. Actual January through December 2013

	Jan - Dec 13	Budget
63400 · Bike Education		
63406 · Printing	0.00	100.00
63405 · Contractural Services	200.00	
63404 · Equipment Maintenance	1,030.00	
63440 · Transportaion/Equipment	0.00	400.00
63420 · Coordinator/Instructors	1,325.00	1,500.00
63410 · Supplies	0.00	500.00
Total 63400 · Bike Education	2,555.00	2,500.00
63500 · Bike to Work		
63560 · Prizes	0.00	3,575.00
63550 · Technology/Tracking	0.00	125.00
63540 · Food	0.00	500.00
63530 · Publicity	877.00	
63510 · Advertising	500.00	3,900.00
Total 63500 · Bike to Work	1,377.00	8,100.00
63600 · Advocacy Expenses	175.00	2,000.00
Total 63000 · Program Services Expenses	27,794.09	32,900.00
65000 · Operations		
65011 · Board Development	237.90	
65090 · Office Space- Rent	6,695.00	6,180.00
65080 · Equipment	0.00	1,500.00
65340 · Benefits/Employment Taxes	5,888.18	6,200.00
65330 · Salaries	56,450.29	50,000.00
65110 · Marketing/Promotion	0.00	2,000.00
65001 · Business Registration Fees	550.00	500.00
65005 · Bank Service Charges		
65005.2 · PayPal Service Charge	389.72	1,200.00
65005.3 · Credit Card Processing Fee	117.65	
65005.1 · Payroll Processing Charges	1,115.54	1,200.00
Total 65005 · Bank Service Charges	1,622.91	2,400.00
65015 · Membership Dues	575.00	500.00
65020 · Postage, Mailing Service	394.94	750.00
65030 · Printing and Copying	1,238.93	1,000.00
65040 · Supplies	418.75	200.00
65050 · Telephone, Telecommunications	1,264.74	1,500.00
65060 · Website	174.96	250.00
65120 · Insurance - Liability, D and O	1,294.52	2,000.00
65200 · Technology, software, etc.	1,115.96	1,000.00
65310 · Conference, Convention, Meeting	305.54	750.00
65320 · Travel	1,291.83	1,500.00
Total 65000 · Operations	79,519.45	78,230.00

2:58 PM
01/03/14
Cash Basis

Bike Walk Connecticut
Profit & Loss Budget vs. Actual
January through December 2013

	Jan - Dec 13	Budget
66000 · Payroll Expenses	0.01	
Total Expense	107,313.55	111,130.00
Net Ordinary Income	-3,980.01	1,570.00
Net Income	-3,980.01	1,570.00



Memo

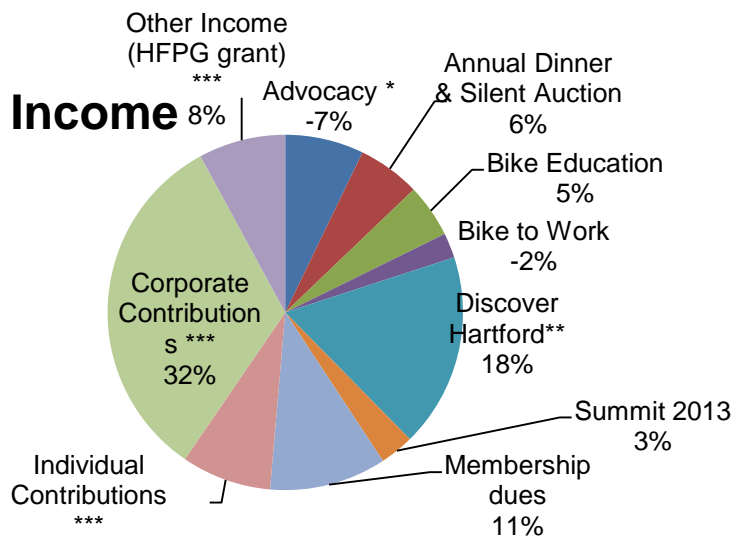
To: 2014 Budget Planning Committee
cc: Executive Committee
From: Kelly Kennedy
Date: January 9, 2014
Re: Revenue and Expenses by Program for 2013

The following revenue and expense information by program is based on the year-end P&L statement sent January 3, 2014. This is prepared as background for planning the 2014 budget, our first annual report, and business planning. Member and nonmember survey responses indicated a desire for information on where our money comes from and what we use it for.

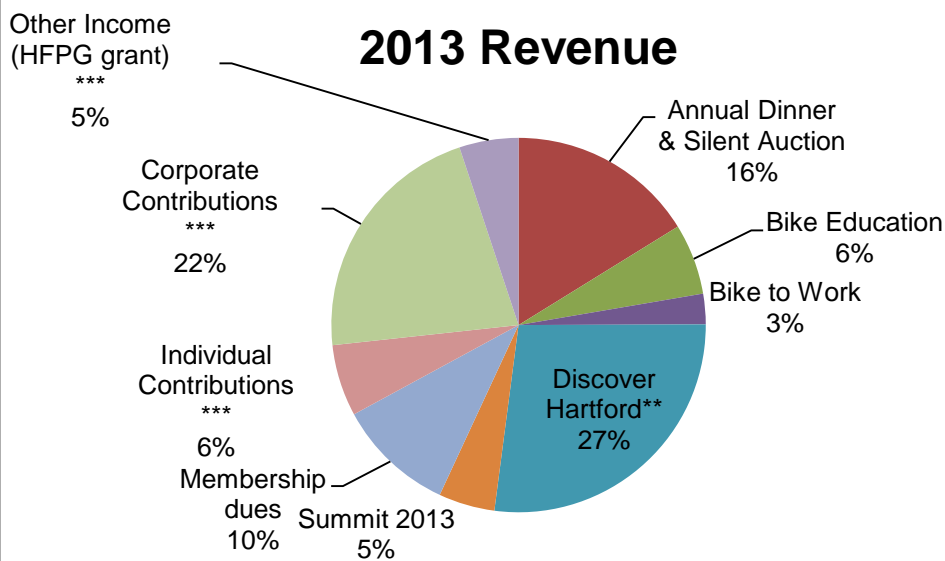
Overall, it appears that our 2013 revenues (\$103,333) increased by at least 27% over 2012 revenues (\$81,166). This is a good thing! I'm looking into whether the 2013 figure is after paypal fees and whether it includes a payment for the 2007 bike rack grant. Our revenue growth might be even higher.

2013 - Revenue, Expenses, ED Time Summaries					
Source	Net	Revenue	Expense	Staff Cost	KK HRS
Advocacy *	\$ (4,432)		\$ 175	\$ 4,257	172
Annual Dinner & Silent Auction	\$ 3,523	\$ 15,829	\$ 10,499	\$ 1,807	73
Bike Education	\$ 3,013	\$ 5,989	\$ 2,555	\$ 421	17
Bike to Work	\$ (1,401)	\$ 2,575	\$ 1,377	\$ 2,599	105
Discover Hartford**	\$ 10,928	\$ 26,526	\$ 8,197	\$ 7,401	256
Summit 2013	\$ 1,918	\$ 4,745	\$ 1,614	\$ 1,213	49
Membership dues	\$ 6,580	\$ 9,946		\$ 3,366	136
Individual Contributions ***	\$ 5,065	\$ 6,055		\$ 990	40
Corporate Contributions ***	\$ 20,139	\$ 21,129		\$ 990	40
Other Income (HFPG grant) ***	\$ 4,901	\$ 5,000		\$ 99	4
Operations					
Operations, including rent, utilities, supplies & payroll ****			\$ 79,519		992
* DPH complete streets grant for \$13,883 would go under "advocacy" when received.					
** Does not reflect late arriving and disputed bill of \$2500 for police participation.					
*** Fundraising time is allocated to individual, corp and other contributions					
**** KK time for operations includes mgmt, admin, communications, outreach, meetings= 992 hrs. Tara's time has not yet been added in. Her 2013 wages came to \$5490, beneath the \$6000 authorized.					

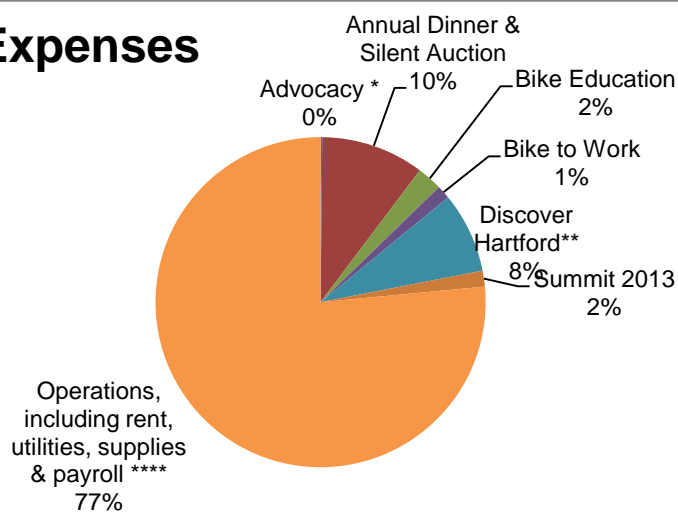
2013 Net Income



2013 Revenue



2013 Expenses



2013 Annual Appeal Update: \$2063 from 25

01/12/2014

Thanks to all of you who helped sign annual appeal letters at the last board meeting!

To date, we received \$2063 in donations or memberships from 25 recipients of the 349 letters we sent. Expenses for the annual appeal letters came to \$590. Staff time came to 19 hours at a cost of \$470.

The 2013 P&L statement shows the annual appeal brought in \$1565 in year-end donations. Only some of the donors received an appeal letter. Some responded to email campaigns and donated online; others simply sent a check at year-end.

The 2012 P&L statement shows the annual appeal brought in \$2258. The 2012 appeal was all electronic and followed an emphatic push for financial support at the annual dinner and a board challenge.



DRAFT Bike Walk Connecticut Cost Allocation Plan

BOARD OF DIRECTORS

OFFICERS

MaryEllen Thibodeau
President

Christopher Brown
Vice President

Emily Wolfe
Secretary

Ken Livingston
Treasurer

DIRECTORS

Laura Baum

Richard Durishin

Sandy Fry

Gary Griffin

Beverly Hughes

Stuart Popper

Kelly Rago

Christine Skelly

Raymond Willis

EXECUTIVE DIRECTOR

Kelly Kennedy

Overview of Organization

Bike Walk Connecticut is a 501(c)(3) organization that works to make Connecticut a better place to bike and walk. The organization was formed in 2005 as the Central Connecticut Bicycle Alliance, which evolved into Bike Walk Connecticut in 2010.

Bike Walk Connecticut was an all-volunteer organization until 2011. The organization's staff currently consists of one full-time employee, the Executive Director, and a temporary part-time administrative assistant. The organization's work is supported by an active board, other volunteers, and occasional contractors for the organization's bicycle education program.

Bike Walk Connecticut provides no fringe benefits to its employees and does not allocate overhead, administrative or general operating expenses to specific programs. The organization's budgeting practices are straightforward.

Overview of Agency Costs

Direct Costs

Direct costs are specifically identified with a program or activity. Our principal direct costs consist of payroll, supplies, and services.

Allocable as Direct Costs

"Allocable as Direct" costs are costs that can be specifically identified with more than one program or activity, which can include administrative and general functions. Some organizations allocate these costs among the benefiting programs or activities, with the primary "allocable as direct" costs (salaries, fringe benefits, and services) accounted for in the General Operating account.

Bike Walk Connecticut does not currently allocate salaries or wages to its individual programs or activities for budget or accounting purposes. However, the Executive Director and Administrative Assistant regularly track their actual time spent on each program and activity for management and planning purposes.

Administrative and General Cost

Some organizations include in their Administrative and General (A&G) costs those costs for general management functions that cannot be specifically identified with a program. Bike Walk Connecticut does not employ this practice.

Bike Walk Connecticut's A&G costs consist primarily of salaries, wages, rent, insurance, and utilities. Bike Walk Connecticut provides no fringe benefits. Bike Walk Connecticut does not allocate overhead expenses, such as rent, insurance, or utilities, to the organization's specific programs or activities. Such costs are tracked as general operating expenses.

General Ledger Structure

Bike Walk Connecticut tracks revenue and expenses by source and program (membership fees, individual and corporate donations, programs and events, grants, and general operations).

Initial Cost Recognition

Payroll Costs

Payroll costs are reflected in Bike Walk Connecticut's general operating budget. The organization's two employees are involved in a combination of program and administrative and general functions. As stated above, for budget and accounting purposes Bike Walk Connecticut does not allocate or "charge" salary and wages to the organization's individual programs and activities.

For management and planning purposes to assess the resource requirements of a specific program or activity, employees' salary is allocated based on the actual hours expended on each program or activity, multiplied by the employee's hourly pay rate.

Employee Benefits Costs

As stated above, Bike Walk Connecticut provides no employee benefits. Accordingly, there are no health insurance, life insurance, disability insurance, or retirement costs to allocate among programs and activities. Payroll taxes and other employee costs such as worker's compensation insurance are tracked as general operating expenses and are not allocated to individual programs or activities.

Nonpayroll Costs

Direct, nonpayroll costs to a single program or activity are charged to the applicable account as an expense. The Executive Director and the Treasurer determine the budget accounts to which direct costs are to be charged.

As stated above, Bike Walk Connecticut does not allocate indirect costs or direct costs that pertain to more than one activity among the benefiting programs or activities. Such indirect, overhead costs are tracked separately as general operating expenses.

Cost Allocation Process

1. Direct costs are charged to the applicable program or activity account as described above, as designated by the Executive Director and Treasurer in collaboration.
2. As stated above, payroll, payroll tax, general insurance, and workers compensation costs are charged as General Operating Expenses. When required, event insurance is charged to the program for which it is required.
3. For management and planning purposes, employees track their time on a daily basis by project or activity. Reports summarizing time spent on each program or activity can be generated for any desired period, including year-to-date, monthly, or by pay period. Employees will record their actual time spent on the SHAPE grant and its various components (survey, scorecard, publicity, workshop, e.g.).
4. Salary costs for the actual time spent by the Executive Director and the Administrative Assistant on the SHAPE grant are calculated by the number of hours worked multiplied by the employee's hourly pay rate. The total time and costs for staff salaries are not to exceed the total amount allocated for staff salaries in the grant agreement and its supporting budget.

Changes in Conditions

This cost allocation plan reflects the current needs of the organization and can accommodate minor changes. Major changes to the organization may require this plan to be revised. If conditions warrant revision of the plan, the Executive Director will inform the Treasurer and Board President, and plan revisions will be brought to the Board of Directors for its approval.

The Executive Director is responsible for monitoring the effectiveness of this plan.

Plan Approval

This cost allocation plan was approved by the Bike Walk Connecticut Board of Directors on ____.

Report of Outreach Committee

The Outreach Committee was formed in the summer of 2013 (chair, Sandy Fry, members, Luis Rivera, Ray Willis, Chris Brown and Stuart Popper) oversaw the tabling that occurred in the fall. The following contains our findings and recommendations. We would like the full board to endorse the ideas presented, so that we can then act on them. The list of events where we tabled and how we setup is at the end of this document. The recommendations are listed upfront:

Recommendations:

- Purchase these items for Tabling Effort:
 - Tablecloth that has our logo, name and perhaps a tagline (cost ~\$50)
 - 2 by 6 ft lightweight folding table (cost - under \$100)
 - 2 by 6 ft banner (to hang at back of tent, or use on table that is larger than 6 ft.) (cost \$50 to \$100)
 - Have available a giveaway item. This could be a reflective sticker (1" by 6") with our name and logo (cost ~ \$0.50 a piece if we order 2500 or more). A share the road bumper sticker (easy peel off) is also a possibility. For a one color bumper sticker, the price would be around \$0.28 if we get 2000 or more, 2 color, \$0.36 per for 2000 or more.) -We are open to other ideas for this.
- Develop these items for Tabling:
 - instruction sheet for volunteers who help with tabling (would like to incorporate the results of the visioning sessions)
 - Summary sheet on bike/ped resources in the state
 - improved membership brochure (coordinate with Membership committee)
 - Sign up sheet for becoming a bike walk ambassador (willing to reach out to elected officials)
- Organize outreach events: In addition to tabling, we should organize events that encourage biking and walking. These would not be fundraisers, but just opportunities to show that biking is fun, and that Bike Walk CT is out there and active. This might be a role of the outreach committee or the membership committee, or both jointly.
- Offer either discounted memberships, or a membership incentive, when folks sign up at our events (coordinate with membership committee)
- Develop a list of bike ped groups in the state, request that they designate a BWCT contact person and correspond with them at least quarterly.

Purpose of Tabling

The Outreach committee discussed the tabling events and concluded that the following are the reasons that we should do outreach:

- Increase membership
- Get our name out
- Build our constituency
- Share all types of Bike Pedestrian information, including Safe Routes to Schools information
- Build partnerships
- promote bike safety classes

- promote our other events

By discussing outreach in this mission based way, we developed ideas for improving our efforts.

Findings:

- Our quiz game is a fun way to engage people and it is important to have some type of giveaway item to go with the game.
- We need to have a means to get contact information from people who stop at our booth. The raffle of a BWCT membership idea did not seem enticing enough.
- We need a solid handout that gives compelling reason for folks to join with us. Our Membership brochure does this, but could use some retooling. We want to give concrete reasons for membership.
- It would be good if we could be THE info source for biking and walking advocacy in the state. Rather than having a lot of different handouts, could we have a summary sheet that gives info on how to learn more about safe Routes to Schools, other bike ped advocacy groups, trails groups, the state Bike Ped advisory Board?
- In terms of signups on site, our best bet might be to enlist people who would be willing to contact their elected officials when issues come up in their locale or at the state level.
- Can we make membership more enticing at these events, by offering incentives - either a discount on membership (a membership "sale") or a giveaway item -water bottle or bell or light? - for joining on the spot.
- We have not lined up many volunteers yet, but the events themselves may be an opportunity to enlist volunteers. We should run the request for volunteers regularly in the enewsletter. We might be able to get volunteers through colleges and by building partnerships with other organizations.
- Tabling at bike specific events generates the most interest, with environmental events generating less interest, but still worthwhile. General health or fitness events are less worthwhile.
- Our volunteers need to be able to describe who Bike Walk CT is and what we do. Generally, we share this information: we are Bike Walk CT, your advocate for a Connecticut that is safer for bicycling and walking. Bike Walk CT lobbies at the state level to encourage passage of laws that will help bicyclists and pedestrians and to prevent passage of laws that will be bad for bicyclists and pedestrians. We helped to get the 3 foot passing law and the complete streets law passed. We also work with state agencies, particularly the State Department of Transportation, to improve conditions for bicyclists.
- It was useful to table with other organizations, we need to develop systematic ways of reaching out to other bike ped groups in the state.

Events that we tabled at in 2013:

- Earth Day Fair, Riverfront Plaza, 4/21 (Sunday) - this was an opportunity to share the word about Bike to Work. Bike to work Committee members ran this tabling effort.
- May 19, (Sunday), Wheel Fun Day Festival, West Hartford Town Hall Grounds; Bike Walk cT provided safety input to the organizers of this event, so they waived the vendor fee for our participation. There was a lot of interest in our display and the Bike Walk CT
- Simsbury September fest, Sep 6, 7, 8. We worked with the Simsbury Bike group and the Farmington Valley Trails Council, so we did not have to provide volunteers for the entire event. The East Coast Greenway Alliance provided a tent
- New Haven: Green expo, September 7. We worked with Elm City Cyclists on this. They secured the space and brought their tent.
- Live Green CT., September 14 and 15, Norwalk. The Merritt Parkway Trail association took on the lions share of the tabling. We set up the booth on day 1 and took it down day 2, and worked 2 hours each day with the Parkway folks.
- Discover Tour, September 21, Bushnell Park
- CT Cycle Fest, September 22, downtown Hartford
- Goodwin Park, Oktoberfest, Saturday, October 5. We participated in this mainly as a courtesy to the Friends of Goodwin Park, for their past support of the Discover Tour.

Our setup -

Standup sign/brochure holders for our membership brochure and the Share the Road brochure. We had childrens safety information, comic books and activity books, and reflective stickers from CCMC (courtesy of Luis). At a couple of these, we asked people to fill out a form so that they could get more information from us and be eligible to win a free membership. There were only a handful of people who took part in this. We had our most success in engaging people by asking them if they wanted to play our bike safety game. We have questions for kids and adults. Since we did not have a wheel to spin to select a question, we asked them to pick a number between 1 and 35. This was a great way to engage people. We gave away last year's tour t-shirts (which was a good opening to let them know about this year's tour) and we gave away the bike to work leg bands (we have a lot of the non reflective leg bands left). Note, people find our booth most interesting when there is a bike on display (we use the bike as part of the quiz game - one fo the questions asks that they put a part tag on the bike.

Weighting down our tent - we bought a packet of weights (5 lb each) at Sports Authority to weight the tent down. These are pretty effective (in Norwalk, we had buckets of sand, but they did not seat well on the legs and the tent blew over and the frame was damaged. The new weights worked pretty well at the Cycle Fest.

Hi Kelly!

Sorry for the impressive delay in circling back with you after our meeting. I just wanted to follow up with some overall thoughts and a very brief/simple proposal that I hope will summarize a working partnership. This is completely a tentative and workable proposal. Let me know your thoughts!...

Event Partnership between CCAP and Bike Walk CT

The CCAP will:

- 1) Host a 40 and 80 Mile Ride Route on Saturday the 20th, 2014 under the title "The CT Gran Fondo"
- 2) Help Bike Walk CT Host the 10 and 20 mile Discover Hartford Tour by...
 - a. Providing pre-registration and day-of registration services for all route lengths.
 - b. Providing start/finish site set-up and breakdown
 - c. Deliver awards to category winners
 - d. Manage volunteers
 - e. Provide proof of event insurance with Bike Walk CT named as additionally insured
 - f. Display limited Bike Walk CT signage at the start finish area and along the course routes
- 3) The CCAP will recognize Bike Walk CT as a partner organization on the event website and registration page.
- 4) Deliver \$20 to Bike Walk CT for each 10 Mile and 20 mile ride registration.
- 5) Share CCAP's community contacts list with Bike Walk CT
- 6) Recognize Bike Walk CT as an Organization Partner

Bike Walk CT will:

- 1) Help set up course signage and will help recruit volunteers for all route options.
- 2) Advertise the event through social media, press releases, and all other forms of media exposure possible.
- 3) Provide Bike Walk Advertisement Materials and Display Items
- 4) Have a representative attend our Breakaway Benefit Leadout Event on January 14th, 2014.
- 5) Register the Bike Walk CT as a CCAP Fundraising Team and rally a team of at least 5 registered participants in the CCAP's Breakaway Benefit Ride in April, 2014.
- 6) Recognize CT Cycling Festival as a Bike Walk Organization Partner.
- 7) Share Bike Walk CT's community contacts list with CCAP

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NOMINATING COMMITTEE REPORT, JANUARY 2014

The proposed slate of officers and board appointments for 2014 follows. Please note, the nominating committee is not recommending any board appointments at this time. Instead, we recommend that Bike Walk CT work with the Leadership Greater Hartford Leaders on Board program to seek new board members and to specifically seek members who reflect the rich diversity of our state - in age, ethnicity and race. In order to participate in this program, Bike Walk CT will need to do the following:

1. Apply for the program (application available here: https://www.leadershipgh.org/uploads/pdf/Leaders%20on%20Board/LOB%20Nonprofit_Fillable%20ApplicationWEB.pdf)
2. Provide a copy of the required Directors and Officers Liability Insurance
3. Provide a copy of the latest 990 (IRS Form)
4. Provide a list of your current Board of Directors
5. Once invoiced, pay the fee (will be \$100 for an organization of our size.)

The organization will then be eligible to participate in Express Match events and will benefit from individual referrals. The individuals that come through this program will have been pre-vetted for interest and ability.

Along with applying for the program, Bike Walk CT will need a commitment of 2 individuals to participate in the express match events (this is because there is always an “A” group and a “B” group during the session). These individuals will need to be able to speak about the organization, discuss board expectations, and sell the organization. To prepare for this, a board package – a folder that contains an overview of the organization, the board member agreement, a list of the current board, and other materials as desired – should be created. The organization needs to go in looking professional and with a clear understanding of what we need in board members.

The Nominating Committee continues to believe that it would be useful to create an “Advisory Council” with representatives from advocacy groups throughout the state so that Bike Walk CT can be more aware of bike and pedestrian issues throughout the state and able to act on those issues.

Additionally, in our outreach to board members, we have learned that some board members are unsure of what is required of them with regard to fundraising. Going forward, all prospective board members should be told that this is the expectation: a) membership is a requirement for board members; b) a financial gift of ANY size is expected from board members (size is what is appropriate for the individual, we expect that Bike Walk CT will become a favored charity for them, with whatever that means in their own budgeting and giving);and c) board members will identify people/organizations in their personal networks who might support a cause that is important to a friend.

Respectfully Submitted,
Sandy Fry
Anne Hayes
Martha Page

BIKE WALK CT

**SLATE OF NOMINEES FOR
2014 BOARD OF DIRECTORS
AND OFFICERS**

Nominees for Board of Directors:

Terms ending in December 2015

Board opening

Terms ending in December 2016

Kelly Rago

Ray Willis

Emily Wolfe

Board opening

Board Opening

Nominees for Officers:

President:	Laura Baum
Vice President:	Chris Brown
Treasurer:	Ken Livingston
Recording Secretary:	Emily Wolfe
Assistant Treasurer:	Open

Those continuing to serve on the Board:

Terms ending in 2014:

Ken Livingston

Stuart Popper

Maryellen Thibodeau

Laura Baum

Chris Skelly

Terms ending in 2015:

Chris Brown

Richard Durashin

Gary Griffin

Beverly Hughes



2013 Budget v. 2013 Actual v. Proposed 2014 Budget

Income	2013 Budget	2013 Actual	(Under) Over BudgetBudget	2014 Budget	Notes
43400 · Direct Public Support	\$ 42,000	\$ 32,183	\$ (9,817)	\$ 42,825	
43410 · Corporate Contributions	\$ 35,000	\$ 21,129	\$ (13,871)	\$ 15,000	
43410.1 · Bike to Work Corporate Donation		\$ 129	\$ 129		
43410 · Corporate Contributions - Other	\$ 35,000	\$ 21,000	\$ (14,000)	\$ 15,000	Considers unlikely CSG support but new biz sponsorship program.
43430 · Grants	\$ -	\$ 5,000	\$ 5,000	\$ 20,825	
43431 · HFPG Grant, restricted	\$ -	\$ 5,000	\$ 5,000	\$ -	
xxxxx · DPH Grants, restricted	\$ -		\$ -	\$ 20,825	Represents yr1 and 1/2 yr 2 at 13,883/year
43450 · Individual Contributions	\$ 7,000	\$ 6,054	\$ (946)	\$ 7,000	
43453 · Annual Appeal	\$ 2,500	\$ 1,565	\$ (935)	\$ 1,600	
43454 · Employer Matching Gifts	\$ 1,500	\$ 1,365	\$ (135)	\$ 1,400	
43452 · United Way/Workplace Giving		\$ 233	\$ 233	\$ 1,000	To do: Ramp up effort for United Way contributions
43450 · Individual Contributions - Other	\$ 3,000	\$ 2,892	\$ (108)	\$ 3,000	
46400 · Miscellaneous Income	\$ 500	\$ 352	\$ (148)	\$ 500	recycling proceeds from Travelers
47200 · Program Income	\$ 70,200	\$ 70,798	\$ 598	\$ 61,000	
47295 · Hartford Bike Rack Project		\$ 4,389	\$ 4,389	\$ -	This 2007 grant is complete.
47280 · Bike Walk CT Jersey		\$ 300	\$ 300	\$ 3,000	Assumes 50 jerseys at \$60 ea.
47260 · CT Bike Walk Summit	\$ 4,600	\$ 4,745	\$ 145	\$ 4,500	
47260.2 · Exhibitors	\$ 1,000	\$ 825	\$ (175)	\$ 2,000	Consider DPH grant's workshop as summit.
47260 · CT Bike Walk Summit - Regis	3600	\$ 3,920	\$ 320	\$ 2,500	Assumes 100 people at minimum of \$25 pp.
47250 · Bike Education	\$ 3,500	\$ 5,989	\$ 2,489	\$ 5,000	Biz plan is essential to substantially build this revenue
47210 · Bike to Work	\$ 8,600	\$ 2,575	\$ (6,025)	\$ 5,000	Via new sponsorship program
47220 · Memberships	\$ 10,500	\$ 9,946	\$ (554)	\$ 10,500	
47220 · Memberships - Individual	\$ 8,000	\$ 6,581	\$ (1,419)	\$ 8,000	
47221 · Previous Bike Shop Mships	\$ 2,500	\$ 676	\$ (1,824)		
47220 · Memberships - Other		\$ 2,689	\$ 2,689	\$ 2,500	Allowing ample time to recruit business members is critical



2013 Budget v. 2013 Actual v. Proposed 2014 Budget

Income	2013 Budget	2013 Actual	(Under) Over BudgetBudget	2014 Budget	Notes
47240 · Discover Hartford	\$ 30,000	\$ 26,526	\$ (3,474)	\$ 15,000	Based on prospective relationship w CCAP
47244 · Hartford Bike Tour Regi		\$ 4,020	\$ 4,020	\$ -	
47244 · Hartford Bike Tour Registration	\$ 15,000	\$ 14,006	\$ (994)	\$ -	
47245 · Discover Hartford Tour Sponsors	\$ 10,000	\$ 8,500	\$ (1,500)	\$ -	
47246 · Discover Bike Tour Grants	\$ 5,000	\$ -	\$ (5,000)	\$ 15,000	Based on prospective relationship w CCAP
47231 · Annual Dinner	\$ 9,000	\$ 5,783	\$ (3,217)	\$ 9,500	Based on KK's 2013 figure of 9325
47233 · Silent Auction	\$ 4,000	\$ 10,046	\$ 6,046	\$ 8,500	Based on KK's 2013 figure of 8420
47200 · Program Income - Other		\$ 500	\$ 500		
Total Income	\$ 112,700	\$ 103,333	\$ (9,367)	\$ 104,325	



2013 Budget v. 2013 Actual v. Proposed 2014 Budget

Expenses	2013 Budget	2013 Actual	(Under) Over Budget	2014 Budget	Notes
63000 · Program Services Expenses	\$ 32,900	\$ 27,794	\$ (5,106)	\$ 25,565	
63950 · Bike Jerseys		\$ 260	\$ 260	\$ 2,250	Assumes cost of 50 jerseys. S&H at 45 ea
63900 · Statewide Summit	\$ 1,800	\$ 1,614	\$ (186)	\$ 500	Based on allocation in DPH grant budget
xxxxx · HFGP Grant		\$ -	\$ -	\$ 3,750	75% for consultant, 25% for staff/overhead
xxxxx · DPH Grant		\$ -	\$ -	\$ 5,565	Based on yr 1 budget and antic yr 2 budget
63800 · Hartford Bicycle Rack Project		\$ 1,404	\$ 1,404	\$ -	This 2007 grant closed out in 2013.
63100 · Annual Dinner	\$ 5,900	\$ 10,499	\$ 4,599	\$ 6,700	2014 amt includes all CCSU fees and supplies, based on 2013. 2 CCSU pmts were made in 2013.
63200 · Silent Auction		\$ 1,714	\$ 1,714	\$ 1,600	Assumes 2013 supplies are reused and 2 safari purchases.
63300 · Hartford Tour	\$ 12,600	\$ 8,197	\$ (4,403)	\$ 750	Based on prospective relationship w CCAP
63370 · Equipment rental	\$ 100	\$ -	\$ (100)	\$ -	
63360 · Event Insurance	\$ 1,000	\$ 1,210	\$ 210	\$ -	
63350 · Materials	\$ 5,000	\$ 746	\$ (4,254)	\$ -	
63310 · Printing	\$ 2,500	\$ 1,801	\$ (699)	\$ -	
63320 · Outside Contract Services	\$ 3,000	\$ 2,500	\$ (500)	\$ -	
63330 · Supplies	\$ 750	\$ 377	\$ (373)	\$ -	
63340 · Postage	\$ 250	\$ -	\$ (250)	\$ -	
63300 · Hartford Tour - Other		\$ 1,562	\$ 1,562	\$ 750	possibly for limited advertising
63400 · Bike Education	\$ 2,500	\$ 2,555	\$ 55	\$ 3,400	
63406 · Printing	\$ 100	\$ -	\$ (100)	\$ 100	
63404 · Equipment Maintenance		\$ 1,030	\$ 1,030	\$ 1,200	
63440 · Transportation/Equipment	\$ 400	\$ -	\$ (400)	\$ 400	
63420 · Coordinator/Instructors	\$ 1,500	\$ 1,525	\$ 25	\$ 1,600	
63410 · Supplies	\$ 500	\$ -	\$ (500)	\$ 100	
63500 · Bike to Work	\$ 8,100	\$ 1,377	\$ (6,723)	\$ 800	BTW "kits" contingent on recruiting an underwriter/sponsor
63560 · Prizes	\$ 3,575	\$ -	\$ (3,575)	\$ -	
63550 · Technology/Tracking	\$ 125	\$ -	\$ (125)	\$ -	
63540 · Food	\$ 500	\$ -	\$ (500)	\$ 300	
63530 · Publicity		\$ 877	\$ 877		
63510 · Advertising	\$ 3,900	\$ 500	\$ (3,400)	\$ 500	
63600 · Advocacy Expenses	\$ 2,000	\$ 175	\$ (1,825)	\$ 250	In case of incidental expenses. \$500 biennial lobbyist registration is paid through 2014



2013 Budget v. 2013 Actual v. Proposed 2014 Budget

Expenses	2013 Budget	2013 Actual	(Under) Over Budget	2014 Budget	Notes
65000 - Operations	\$ 78,230	\$ 79,519	\$ 1,289	\$ 102,644	
65011 - Board Development		\$ 238	\$ 238	\$ 200	
65090 - Office Space- Rent	\$ 6,180	\$ 6,695	\$ 515	\$ 6,180	
65080 - Equipment	\$ 1,500	\$ -	\$ (1,500)	\$ 750	May need new copier, allows for other incidental exps
65340 - Benefits/Employment Taxes	\$ 6,200	\$ 5,888	\$ (312)	\$ 7,592	Employment taxes are 7.65%. Are addl fees included here?
65330 - Salaries	\$ 50,000	\$ 56,450	\$ 6,450	\$ 73,000	
65110 - Marketing/Promotion	\$ 2,000	\$ -	\$ (2,000)	\$ 2,000	
65001 - Business Registration Fees	\$ 500	\$ 550	\$ 50	\$ 500	
65005 - Bank Service Charges	\$ 2,400	\$ 1,623	\$ (777)	\$ 2,350	
65005.2 - PayPal Service Charge	\$ 1,200	\$ 390	\$ (810)	\$ 1,200	750 w/o Tour fees + 203 Square fees + 240 paypal biz acct fees
65005.3 - Credit Card Processing Fee		\$ 118	\$ 118		(2013 all paypal fees =1239, + Square fees of 203 = 1432)
65005.1 - Payroll Processing Charges	\$ 1,200	\$ 1,116	\$ (84)	\$ 1,150	
65015 - Membership Dues	\$ 500	\$ 575	\$ 75	\$ 575	
65020 - Postage, Mailing Service	\$ 750	\$ 395	\$ (355)	\$ 750	Substantial annual appeal costs will appear in 2014 not incurred in 2013
65030 - Printing and Copying	\$ 1,000	\$ 1,239	\$ 239	\$ 1,300	Substantial annual appeal costs will appear in 2014 not incurred in 2013
65040 - Supplies	\$ 200	\$ 419	\$ 219	\$ 500	
65050 - Telephone, Telecommunications	\$ 1,500	\$ 1,265	\$ (235)	\$ 1,300	
65060 - Website	\$ 250	\$ 175	\$ (75)	\$ 120	Web hosting fees are paid through 2014. We may incur some email hosting fees.
65120 - Insurance - Liability, D and O	\$ 2,000	\$ 1,295	\$ (705)	\$ 852	GL = 278, D&O = 574
65200 - Technology, software, etc.	\$ 1,000	\$ 1,116	\$ 116	\$ 2,900	Incl Constant Contact & member/donor software subscriptions
65310 - Conference, Convention, Meeting	\$ 750	\$ 306	\$ (444)	\$ 1,375	Incl 860 for 2 Natl Summit registrations.
65320 - Travel	\$ 1,500	\$ 1,292	\$ (208)	\$ 400	No costs incurred for DC lodging for summit. Does not incl Alliance ldsdp retreat.
Total Expense	\$ 111,130	\$ 107,313	\$ (3,817)	\$ 128,209	
Total Income	\$ 112,700	\$ 103,333	\$ (9,367)	\$ 104,325	
NET INCOME	\$ 1,570	\$ (3,980)	\$ (5,550)	\$ (23,884)	