



## Board Meeting Agenda

March 11, 2015

**Sheldon Oak conference room at 54 South Prospect Street, Hartford**

- 6:30 pm Call to Order; Establish Quorum, Welcome - Laura**
- 6:30 pm Review & approve minutes of Jan 2015 board meeting – Emily**  
**Financials – review and discussion – Scott**  
As of 3/9/15: Checking acct bal: \$61,021.97 + CD bal: \$10,786.01 + Paypal Bal: \$917.73  
>> total cash reserves = \$72,725.71. Detailed financials forthcoming.
- 6:45 pm Martha Puts the Fun in Fundraising ☺**  
Martha Page, former Bike Walk CT Director and current ED of Hartford Food System, will discuss how to cultivate donors to ensure that the organization has the resources to operate.
- 7:30 pm Board Meeting Schedule – Laura**  
Discuss augmenting our in-person meetings with meetings by conference call in alternating months on 2<sup>nd</sup> Wednesdays; shortening all meetings to 1.5 hrs.
- 7:45 pm Nominating Committee Report – Laura**
- 7:55 pm Program Updates**
- Advocacy, Summit, DPH Contract, Bike to Work Day – Kelly. See ED Report, attached.
  - Discover CT Rides – Chris Skelly
- 8:05 pm Executive Session – ED review and compensation discussion**
- 8:25 pm Review, assign, schedule action steps coming out of this meeting**
- 8:30 pm Please put these next meetings on your calendar now to avoid conflicts:**
- 2015 Board Meetings: May 13, Jul 8, Sep 9, Nov 11
  - 2015 Exec. Comm. Meetings: Apr 8, Jun 10, Aug 12, Oct 14, Dec 9
  - 2015 CT Bike Walk Summit: Apr 23 & 24
  - Bike to Work Day: May 15
  - 2015 Annual Dinner: Nov. 20

**Thank you and adjourn**

**Bike Walk Connecticut  
Meeting of the Board of Directors  
Wednesday, January 14, 2015  
Sheldon Oak Board Room  
54 South Prospect Street  
Hartford, Ct 06106**

Present: Laura Baum, Chris Brown, Scott Gamester, David Head, Kelly Kennedy, Kelly Rago, Chris Skelly, Kevin Vicha, Ray Willis, Emily Wolfe, Bill Young

1. The meeting was called to order at 6:30 by Laura Baum. New Board members Scott Gamester, David Head, Kevin Vicha and Bill Young were welcomed.
2. Elect Officers. The nominees were: President: Laura Baum; Vice President: Christopher Brown; Treasurer: Scott Gamester; Secretary: Emily Wolfe. David Head moved to accept the nominees; Kelly Rago seconded; motion was passed.
3. A resolution to authorize Scott Gamester as signatory for the organization's bank account passed by voice vote.
4. The minutes of the November 12, 2014 Board meeting were reviewed and approved.
5. Executive Director Report – Kelly Kennedy reviewed the report, which had been previously distributed.
6. Review, discuss and accept financials: The Board reviewed the 12/31/2014 which showed expected expenses over income for the year, which all agree is a trend that cannot continue. Scott Gamester discussed the transition to a new Treasurer. He is reviewing the reports for ways to track results that will help with projections and planning to increase revenue.

Chris Brown moved to accept the financial report; David Head seconded and the Board voted to accept the financial report.

The Board then reviewed the proposed expense budget, which reflected very lean expenses and assumed conservative income projections.

Bill Young Moved to accept the expense budget. Kelly Rago seconded; approved.

7. Fundraiser Rides

Kelly reported that the bike tour operator Sal Lilienthal had approached the committee with a proposal to run a Bike Walk CT 2015 Western New England Greenway Tour from Hartford CT to Burlington VT. The proposed budget was approximately \$100,000 and BWCT would get 15%. The Board agreed that the committee should explore Sal's ideas further with him.

## 2015 Discover CT Series

Chris described the committee's further work since the last Board meeting focusing on West Hartford, New Britain and Middletown. The prospective partnership with Oktoberfest in New Britain seems unlikely given that Oktoberfest is unlikely to go forward, but a partnership with New Britain for a fall ride is still under discussion.

Additionally, a new partnership with West Hartford was taking shape for a June ride.

Once we select a venue, the most important consideration in moving forward is the ability to get sponsors.

## 8. Programming and Fundraising Roles

Volunteers/ Committee Assignments were made, as follows:

Annual Dinner: Mary Ellen will help – chair to be recruited  
Discover CT Fundraising Rides: Chris Skelly, Scott, David, Kevin  
Summit: Kelly Rago, Ray  
Nominating Committee: Laura, Emily  
Bike to Work:  
Bike Ed: Chris Brown



## ED Report – What’s In The Works as of Mar 2015

### Membership

Current membership totaled 270 at the end of February. We had a high of 321 members in February 2014. See [chart at end](#) for breakdown.

We have entered into an agreement with Uconn Law School’s nonprofit Center for Urban Legal Initiatives to outline (at a cost of \$300) the legal and financial issues involved in creating chapter membership options. CULI is to identify the primary considerations before our April summit.

### Advocacy: Legislative Session through June 3

- Bike Bill, SB 502—to update the rules on riding as far to right as possible; allow modern infrastructure like two way bike lanes and cycle tracks; address problem re crossing double yellow line to go around cyclists (or anything else)
- Submitted testimony; drafted legislative language for amendment to 14-286b
- Invited to small meeting w Governor in New Haven on “Let’s Go CT”
- BPAB – Annual Report Issued

### Complete Streets Contract

- This is year 2 of a five-year agreement with DPH worth a total of \$69,420 (\$13,884/year), funded by a CDC grant.
- Our 2015 funding will go toward NACTO training for state, local and regional planners and engineers; share the road material; and \$500 in summit registration sponsorships for people from DPH-defined high risk communities. One third of the funding will go toward staff time this year.
- The original plan was for the 5 year contract to cover our complete streets scorecard and the public and municipal surveys it is based on. But because of DPH discomfort with the scorecard (they felt it was too political), this year’s and future year’s scope of work needs to be rewritten and go through their long approval process. The contract year ends June 30, but this year’s contract has not been approved yet.
- Nevertheless, a mid-term report is due now. As soon as I submit it DPH will release the 2nd half of our payment for the current year.

### Share the Road: Mar 27

We are working very tangentially with CCMC and Go Media on a Share the Road Campaign, funded by a Kohls grant to CCMC. An STR event is being planned for Saturday morning Mar 27 in Blue Back Square, West Hartford. A multimedia campaign will follow.

### Bike Education: TS 101 April 12

- Tony Cherolis has initiated a TS 101 class for Sun., Apr 12 with Rob O’Connor at Rob’s place of business in Hartford. 3 registrants so far. Tony extended a discounted rate of \$20 to two individuals. Our cost to run TS 101s is \$400 for two instructors (8 hrs each at \$25/hr), and about \$100 in my time (4 hrs coordinating, publicizing, handling registrations, etc.). Our break even point is 8 member registrants at \$50 each, or 7 nonmember registrants at \$60 each.

- Steve Mitchell is spearheading an LCI training the next weekend in Simsbury (but Bike Walk CT is not involved).
- Suffield Schools is renting bike fleet in April for 4 weeks at \$250/week.
- I am meeting with Tony this week to discuss building out our bike ed program.

## Summit: Apr 23 & 24

Registration is now open for:

- April 23 NACTO Urban Bikeway Design Guide Workshop for planning and engineering professionals, led by Roger Geller of Portland OR.
- April 24 Connecticut Bike Walk Summit, for citizen advocates, municipal officials and anyone else. DOT Commissioner Jim Redeker and Roger Geller are confirmed speakers.
- Exhibitor opportunities at both events.
- Location, Keeney Memorial Cultural Center, 200 Main Street, Old Wethersfield.

**Help Wanted!** MaryEllen Thibodeau has offered to help on the planning committee. I could use 1-2 more people to help pin down the agenda and presenters, handle catering, registration and other day of event logistics.

## Bike to Work Day – May 15

**Help Wanted!** To help organize the Hartford BTW event, secure speaker(s), food, tent, venue permit, coordinate with DEEP, publicity to engage BTW events around the state.

I am already getting inquiries from groups around the state on our BTW day plans. Stamford in particular is all pumped up.

## Discover CT Rides:

- Thanks to Chris Skelly, Kevin Vicha & Scott Gamester who are leading this effort, dates appear to now be set for West Hartford (June 6) and New Britain (Sept 27).
- Logistics director, Matt Moritz, is under contract with us
- We should get MOAs in place with both communities to make sure there are no misunderstandings about roles and designation of proceeds.
- Sponsorship package is complete...We can open a webpage shortly... Registration system is pending ride details and fees.
- **Help Wanted!** We need to start assembling the business plan and tourism investors now for the 2016 multiday ride, so we can submit a competitive proposal for CT Tourism's Marketing Challenge Grant in Nov or Dec. 2015.

## Annual Dinner & Silent Auction: Nov 20

**Help Wanted!** We need a board committee and board chair to take on the 2015 Annual Dinner & Silent Auction, which netted \$13,0704 in 2014. The event is scheduled for 11/20 at CCSU. Board work focuses primarily on handling all aspects of the silent auction, heavily promoting ticket sales, proposing a keynote speaker and selecting the menu.

## Other Fundraising

The CT – Burlington VT Western New England Greenway fundraiser ride that Sal Lilienthal approached me about is not going to go forward this year, but we should consider it for next year. This is the time when people make their ride vacation plans, and we don't have the capacity to promote the ride to the right audience right now. Sal would target financially comfortable early retirees at a cost of about \$2000 for a 5-day ride.

## Communications

Outgoing communications in the form of web updates, email newsletters, social media posts and media releases have been sparse due to lack of time on my part.

## Banking, Mail, Membership Recordkeeping, Plus

- Scott and I continue to streamline our accounts to do more banking and bill paying electronically. Our quarterly employment tax returns (941s) are now accessible to us.
- Next up is ironing out statements we keep getting from CT DOL and transitioning our Quickbooks account from a desktop account to an online account.
- Help Wanted: With Tara's departure, I could really use help getting the mail, banking, recordkeeping for checks and membership payments, writing the newsletter, updating the website and social media, promoting membership, sending payment acknowledgements.

## Other

- National Bike Summit is this week.
- New England Bike Summit – Sept 24
- BPAB Annual Report
- FastTrack opens March 28

March 2015 Membership Report: Total = 270			
<b>Individual</b>	123	Business Member – Bronze (\$250)	3
		BSC Group, Inc.	
		Weiss Multi-Strategy Advisers	
		Fitzgerald Halliday	
<b>Individual - Recurring</b>	27	Business Member – Silver (\$500)	1
		Narragansett Bay Wheelmen Inc	
<b>Family/Household</b>	56	Business Member – Gold (\$1000)	1
		Sound Cyclists Bicyclists Club (SCBC)	
<b>Family/Household - Recurring</b>	14	Business Member – Platinum (\$2500)	0
<b>Supporting</b>	27	Business Member – Premier (\$5000)	1
		Travelers	
<b>Supporting - Recurring</b>	10		
<b>Sustaining</b>	4		
<b>Sustaining - Recurring</b>	0		
<b>Lifetime</b>	1		
<b>Student</b>	2		