



Board Meeting Agenda

Feb 10, 2016, 6:30 pm

Engine Alliance Conference Room

Eric Town Square, 124 Hebron Ave, Glastonbury

Mission statement: 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.

**6:30 Introductions, Board Leadership Presentation/Discussion
with consultant Francine Christiansen**

7:30 Board Assessment Survey - Francine

7:45 Regular Business Meeting of the Board – Sean/Laura

- 2016 Budget - Discuss for Adoption (10 min) – Kelly
- Discover CT Rides – Update, Timing, Resources, Decisions Needed (15 min) – Sue
- Approve January Minutes (5 min) – Brendan
- See report on January accomplishments and forecast of our governance, fundraising, program, and management work for Feb, sent 2/3/16

8:15 Tentative: Overview of Assessment Surveys – Francine

8:30 Wrap Up and Adjourn

Re: Eric Town Square, 124 Hebron Ave, Glastonbury

- Board member Kevin Vicha will host us at his Pratt & Whitney's Engine Alliance offices
 - Park in the Eric Town Square parking lot
 - **Building Entrance is labeled “124” and it is to the left of the Bricco entrance**
 - Stairs or elevator to the 2nd floor/Engine Alliance.
 - Kevin's cell: [860 830 4656](tel:8608304656)
 - Kelly's cell: [860.977.1179](tel:8609771179)
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Bike Walk CT Draft Budget 2016		
Projected Income		Notes
43400 · Direct Public Support		
Donations		
43410 · Corporate Donations	\$ 1,580	Excludes 100K KKB donation, which is unlikely to become an annual thing.
43450 · Individual Donations	\$ 4,875	
47220 · Memberships		
47222 · Individual Memberships	\$ 13,995	
47221 · Business Memberships	\$ 6,800	
NEW: Memberships & Donations via Meetups	\$ 14,000	Based on getting 10 mships at ea of 40 meetups.
Total 43400 · Direct Public Support	\$ 41,250	Donations and membership projections are based on 2015 actuals, except for KKB donation.
47200 · Program Income		
47290 · DPH Complete Streets Contract	\$ 17,384	DPH got approval from CDC to return \$3500 of \$3780 we had to forfeit from 2015. This all comes with specific contractual obligations on my time and how we spend this money.
47260 · Summit	\$ 5,500	Mark Fenton to keynote summit and lead walk audit training the afternoon prior. Based on 100 participants x \$50, plus 500 for exhibitors.
47250 · Bike Education	\$ 1,500	Suffield bike fleet rental + 4 projected TS101s--resources to be put in place
47210 · Bike to Work	\$ -	Too late to apply to Patagonia?
47240 · Rides & Walks/Discover Tours		Defer until there's a solid business plan and people accountable for specific outcomes, especially if you will be planning and promoting multiple rides simultaneously. Need to hire event planner/promoter.
47231 · Annual Dinner	\$ 6,955	Based entirely on 2015 numbers. Large hall is not available in Nov or Dec
47233 · Silent Auction	\$ 8,847	Based entirely on 2015 numbers. Need to rethink auction based on Scott's observations. Is there a better way to raise more money at an annual social event?
Total 47200 · Program Income	\$ 40,186	
70500 · Other Income	\$ 150	Cash rewards from Chase credit card
Total Income	\$ 81,586	

Projected Expenses		Notes
63000 · Program Services Expenses		
63980 · DPH Complete Streets Contract	\$ 12,256	Reflects that \$5128 of this year's amount is reserved to cover staff time. = 202 hours at current pay rate. \$4628 is for summit/walk audit training and \$7628 is for Share the Road promotion.
63900 · Summit	\$ 3,500	Primarily food & beverage, which DPH contract can't be used for
63100 · Annual Dinner	\$ 5,675	Based entirely on 2015 numbers
63200 · Silent Auction	\$ 1,611	Based entirely on 2015 numbers, including safari payment. We need to reconsider auction approach given audience and spending observations that Scott provided.
63300 · Rides & Walks/Discover Tour		Must address whether we really have the bandwidth to execute 1 or more rides well, and simultaneously while planning for 2017 multiday ride. Need to hire event planner/promoter to work with ride organizers
63400 · Bike Education	\$ 1,500	Based on Travelers 2015 donation and their expectations
63500 · Bike to Work	\$ 1,500	Based on Travelers 2015 donation and their expectations
63600 · Advocacy Expenses	\$ 1,000	Rounded up to cover filing fees, printing of testimony, unforeseen extras for a transportation session. Could be less.
NEW: MeetUps/Board Ambassador Program	\$ 12,000	Based on successful pilot and 40 meetups from March through Dec, at 300/meetup
Total 63000 · Program Expenses	\$ 39,042	

Projected Expenses		Notes
65000 · Operating Expenses		
65011 · Board Development	\$ 600	publications, food & bev for retreat(s)
65170 · Staff Development		need to carve out time and budget for training and development opportunities
65090 · Office Space- Rent	\$ 3,000	250/month
65340 · Employment Taxes	\$ 5,730	7.65% of salaries
65330 · Salaries - ED	\$ 54,896	Reflects increase from 2015
65330 · Salaries - Event Planner/Promoter & Admin Support	\$ 20,000	Based on 20 hrs per wk at 20/hr; 15 hrs for Events, 5 hrs for admin/membership support
65341 · Employee Benefits	\$ 5,000	This amount is based on the benefit not being subject to tax.
65110 · Marketing/Promotion	\$ 2,000	brochures, decals, vertical banner, etc.
65002 · Accounting and Audit Fees	\$ 4,200	Bookkeeping (\$2500) and accounting fees (guess at \$1700)
65003 · Legal Fees	\$ 1,000	Preliminary guess: for 1 legal opinion and possibly a 2nd on employee benefit treatments. May not be needed at all.
65005 · Bank Service Charges		
65005.2 · PayPal Service Charges	\$ 240	Monthly fee for PayPal pro. Allows recurring payments.
65005.3 · Credit Card Processing Fees	\$ 900	Based on last year's numbers. Paypal, Square, WePay, Crowdrise fees
65005.1 · Payroll Processing Charges	\$ 1,735	Not a Bank Service charge. Bookkeeper says we may be able reduce this by almost half by subscribing at a different level
65015 · Membership Dues	\$ 200	LAB, Alliance for Biking and Walking. Join CT Nonprofits? BoardSource?
65020 · Postage, Mailing Service	\$ 180	
65040 · Supplies	\$ 500	
65050 · Telephone, Telecommunications	\$ 100	Skype plan and number
65060 · Website Hosting	\$ 100	
65070 · Outside Contract Services	\$ 3,750	HR consultation and possibly for CULI on bylaws revisions; other needs that might arise with chapter pilot.
65120 · Insurance - GL, D&O, WorkersComp	\$ 2,320	
65200 · Technology, software	\$ 5,300	Constant contact, Survey Monkey, email hosting, possibly member management. 2 Staff laptops with software at 1000 ea.
68300 · Travel and Meetings	\$ 800	
65310 · Conference, Convention, Meeting	\$ 600	Eliminate duplicate reference to meetings in QB
NEW: Addition to Designated Reserve Funds to achieve full complement of staff?		See recommendations from Board Financial Leadership training on 12/9/15. See also Reserve Funds for Nonprofits at http://bit.ly/1o0t0Zg
Total 65000 · Operations	\$ 113,151	Brings monthly operating expenses from \$6607 to \$9429

Bottom Line - Net Income (Loss)		Notes
Total Expense	\$ 152,193	
Net Income	\$ (70,607)	This # does not include income and expense projections for Discover CT Rides, the # and locations of which are still being determined. Net goal should be 70K + event planner's 20K salary = 90K?
Webster Bank Cash Reserves on 2/9/2016:	\$ 185,946	Consultant and Acct will work with us to start thinking about how to leverage our reserves so we can have a full complement of professional staff.
Projected Cash Reserves on 12/31/2016	\$ 115,339	
Monthly Operating Expenses for 2016	\$ 9,429.21	
# Months Operating Expenses in Reserve	12.2	

Changes from 2016 budget, v1 discussed at 1/20/16 meeting

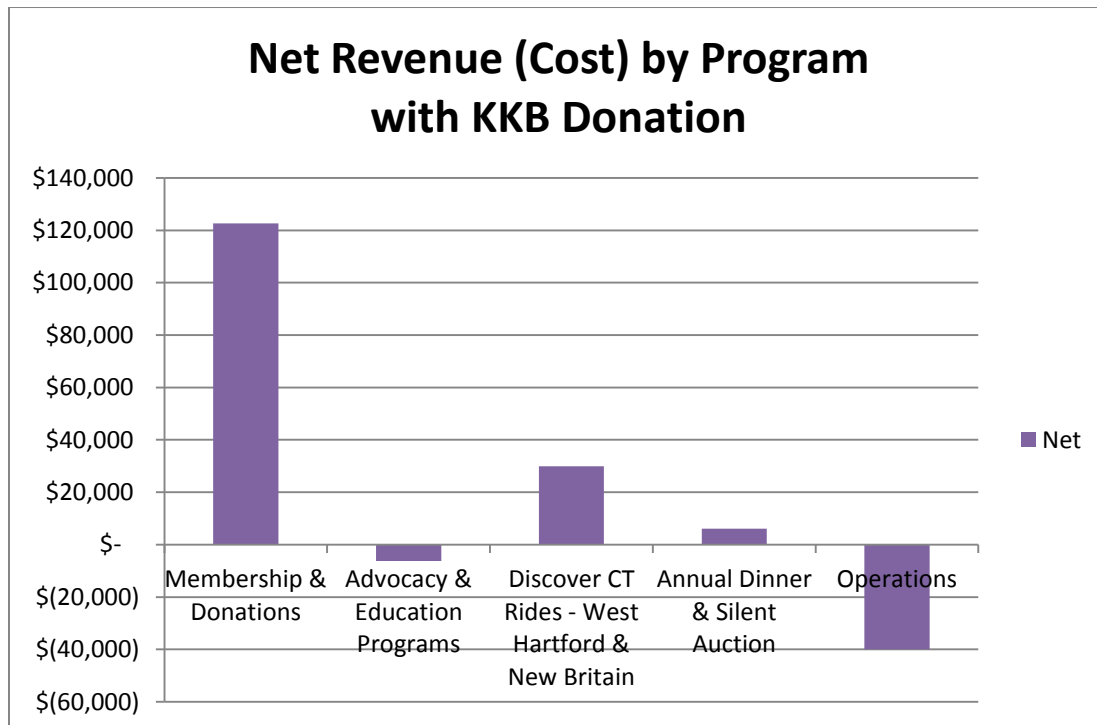
Here are the main changes from last version of the budget:

1. Proposed \$20K for a half time event planner/promoter, at \$20 per hr, anticipating about 15 hrs per week for event planning and 5 for membership/admin help. Re need for additional staff: We may be ready to commit to rides in Norwalk in Oct and Glastonbury in Sept, and possibly to a FVTC ride on June 4 or 5 (Summit is June 2-3). New Britain ride remains a possibility. Assuming we continue to explore the multiday ride as a gamechanging fundraiser for 2017 multiday ride, that planning needs to start now. Silent Auction work should commence over the summer, if not sooner. Can we do all that? Is a half time person enough?
2. Revenue and expenses for Discover Rides are left blank since we don't know what exactly what we're doing on them yet. We should flesh out realistic revenue and expense projections asap as a first step in developing the business plan for each ride.
3. Added expense for Meetups, per Scott's proposal (300 per meetup x 48 meetups a year, which is almost 1 per week). Since it's already Feb, I plugged in 40 meetups for Mar through Dec. $40 \times 300 = 12K$. Need to discuss likelihood of being able to pull off this number of meetups given everything else on our plate, Discover Rides, Silent Auction plans, vacations, work, life, etc.
4. Added revenue line for Meetups. Scott's proposal noted 9 individual memberships needed to break even. Should we aim to do better than break even? I used $\$350$ per meet up x 40 meetups = 14K. I recommend a pilot of 3 meetups and report back by March 31 to see if these revenue projections are feasible. If so, leave budget as is. If not, reduce Meetups budget accordingly.
5. Updated my salary to reflect 2015 increase.
6. Added the 5K health insurance subsidy. I doubt we'll be able to do this tax free to me, but there's still a slim hope.
7. Updated employment taxes based on salaries and taxable insurance subsidy.
8. Added 3K (hopefully way more than enough) for Janet Waterston HR consultation.
9. Added 2K for 2 laptops and software. I've been using my personal laptop which is on life support. I've been updating the Bike Ed laptop, but it has only 100GB, and is otherwise pretty bare bones. We shouldn't expect new staff to have to use their own laptops.

2015 Income, Expense, Staff Time Allocations

This is a summary of our 2015 revenue, expense, and staffing costs by major category (Public Support, Program, Fundraising, Operations)

	Revenue	Expense	Cost of Staff Time	Net
Membership & Donations	\$ 127,250	\$ -	\$ 4,580	\$ 122,670
Advocacy & Education Programs	\$ 23,314	\$ 14,806	\$ 14,778	\$ (6,270)
Discover CT Rides - West Hartford & New Britain	\$ 57,260	\$ 21,210	\$ 6,133	\$ 29,917
Annual Dinner & Silent Auction	\$ 15,803	\$ 7,005	\$ 2,744	\$ 6,054
Operations	\$ 204	\$ 15,754	\$ 24,409	\$ (39,959)
Totals	\$ 223,831	\$ 58,775	\$ 52,633	\$ 112,412





Board Meeting Minutes

January 20, 2016, 6:30pm – 8pm
 Sheldon Oak Central, 54 South Prospect St. Hartford, CT

Mission Statement: 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.

	Present	Absent	Phone
Colleen Kelly Alexander	√		
Sean Alexander	√		
Laura Baum	√		
Chris Brown	√		
Brendan Harris	√		
Scott Gamester	√		
David Head		√	
Kelly Kennedy	√		
Sue Smith	√		
Kevin Vicha		√	
Bill Young	√		
Guests			
Anna Stokes	√		
James Harrington	√		

6:31 - CALL TO ORDER - Laura calls meeting to order

6:31 - NOMINATIONS - Colleen, Sean, Chris and Sue are up for reappointment. Laura gives explanation of board terms and eligibility before Scott motions for reappointment. Brendan seconds and the board approved unanimously. Terms end 12/31/2018. The board then elected or reelected officers, President: Laura Baum, Vice President: Chris Brown, Secretary: Brendan Harris, Treasurer: Scott Gamester. Scott motions for appointments, Colleen seconds and board unanimously approves. At this time James and Anna exit the room to discuss the nomination of Anna Stokes to the Board and discuss James's interest. Brendan motions for Anna's appointment, Scott seconds, board unanimously approves. Anna and James reenter and the board has brief introductions.

6:40 - OVERVIEW – Kelly begins Overview of 2016. Theme of a mission driven, intentional leadership. Kelly highlights advocacy, influencing the public debate and policy decisions, laws and systems, education and our 2016 advocacy priorities. Kelly also discussed the constraints of a one employee organization. She would like to decrease her time on management and clerical work and increase time on fundraising and focusing on the mission. Our next steps are working with the consultant, ironing out roles and best practices and policies.

7:23 - FINANCIALS - Scott begins with summary of profit loss. We are in a strong position with 2.5 years operation expense. We are closing up 990 early this year. Chris motions to accept financials, Sean seconds, board approves. Kelly began a conversation the 2016 draft budget she prepared. Scott also prepared a draft budget. The board has a discussion about the Discover rides and their importance to the budget and mission. Board also discussed changes to budget relative to last year. Brief discussion on a budget for Meetups. Budget will be up for approval in February.

8:00 - GOVERNANCE AND AMBASSAFORSHIP - Kelly begins with summary about the consultant mini retreat on February 10. March date TBD.

Scott gives a pitch about the Meetup ambassadorship task force. Brendan motions to appoint Scott Gamester the chair of the Meetup Task Force, a group which may include board and non-board members. The Board authorizes Scott Gamester, in his role and Task Force Chair, in concert with the task force, to conduct the following business on behalf of Bike Walk Connecticut: Run a Meetup Pilot, spend funds after a budget has been approved by the board, provide updates to the board as progress is made. Chris seconds the motion, the board approves unanimously.

Kelly requests to be included in Discover CT communication. Sue talks about the Inspired to Ride film at Trinity. Colleen starts a discussion about the Ride of Silence and wants BWCT to be involved. It requires no money, no insurance, no liability. Would like to promoted the event through the BWCT website and Facebook. The event is May 21 and Colleen will spearhead. She will prepare necessary materials and supply them to Kelly.

Scott motions to approve December meeting minutes, Chris seconds, board unanimously approves.

8:22 - Laura concludes regular session and begins executive session.

Minutes Prepared by Brendan Harris