



## Board Meeting Agenda:

July 11, 2012

6-8 pm

56 Arbor Street, Suite 310A, Hartford

### BOARD OF DIRECTORS

#### OFFICERS

MaryEllen Thibodeau  
*President*

Mark Paquette  
*Vice President*

Sandy Fry  
*Corporate Secretary*

Beverly Hughes  
*Recording Secretary*

Ken Livingston  
*Treasurer*

Anne I. Hayes  
*Past President*

#### DIRECTORS

Chris Brown

Gerry LaFleur

Jeff McGuane

Tom O'Brien

Martha Page

Stuart Popper

Luis Rivera

Emily Wolfe

#### EXECUTIVE DIRECTOR

Kelly Kennedy

6:00 pm	Call to Order	ME Thibodeau
6:05 pm	<b>Approve minutes</b> of May 2012 meeting (see attachment)	All
6:10 pm	<b>Financial Report &amp; 990</b>	Ken Livingston
6:25 pm	<b>Discover Hartford Planning</b> <ul style="list-style-type: none"> <li>• Divide and conquer potential sponsor list – see attachments</li> <li>• Seeking volunteers for:               <ol style="list-style-type: none"> <li>1. chair for small committee to recruit vendors/exhibitors/bike shops</li> <li>2. contacting Hartford Foundation</li> <li>3. recruiting antique bike /bike history exhibitor from CT Historical Society</li> <li>4. updating our list of bike shops, cycling clubs and their contact information</li> </ol> </li> </ul>	All
6:55 pm	<b>Business Level Membership Discussion</b> Rather than try to set membership levels by type of business or organization (bike shops vs retailers vs clubs, e.g.), should we simply set 3-4 levels of business membership?  What should those monetary levels be? The website offers Business Sponsorships at \$500. As a point of reference, individual membership levels are 15/student, 35/indiv, 60/family, 100/supporter, 250/sustainer.	All
7:30 pm	<b>Updates</b> <ul style="list-style-type: none"> <li>• Website (Kelly)</li> <li>• Misc: OPM safe kids grant, Secy of state filing, HYPE event in Sept (Kelly)</li> <li>• Fed transportation bill (MaryEllen, Kelly)</li> <li>• Bike to Work (Sandy, Kelly)</li> <li>• Bike ed (Sandy, MaryEllen)</li> <li>• Bike ped connex for the busway (Sandy, Kelly)</li> </ul>	
8:00 pm	<b>Adjourn</b>	ME Thibodeau
	<b>Next Meeting: Wed. September 12, 2012</b>	

Bike Walk Connecticut

**Bike Walk Connecticut  
Meeting of the Board of Directors  
Wednesday, May 9, 2012, 6:00 -8:00 pm.  
Bike Walk Connecticut HQ  
56 Arbor St., Suite 310A, Hartford, CT 06105**

Attendees: Mark Paquette, Chris Brown, Sandy Fry, Anne Hayes, Bev Hughes, Kelly Kennedy, Gerry Lafleur, Ken Livingston, Tom O'Brien, Martha Page, Emily Wolfe

- Meeting called to order at 8PM by Vice President Mark Paquette
- Minutes from March 14, 2012 meeting were approved.
- **Finance Report**
  - Ken Livingston went through the financial reports.
  - New grant have been received: ~~\$2,000~~5000 from Patagonia for Bike to Work event in May and ~~\$5,000~~2000 from Hamilton Sundstrand for the Discover Hartford tour in September.
  - Martha suggested that we move from ~~actual financial reporting~~cash basis accounting to ~~actuarial financial reporting~~the accrual method of accounting. This is the method preferred by auditors. Ken will look into the practicality of making this transition.
- **Executive Director's Overview**
  - Working on matching meeting agendas with the strategic plan.
  - Working on an improved BWCT website.
  - Lots of e-mail requests for BWCT's support. These need to be prioritized to make sure that we don't go too far away for our strategic plan.
  - Is taking over the Donor database from Charlie.
- **Membership**
  - Goals are set out in Strategic Plan (p 5, object #1)
  - Kelly presented a document that outlined future plans
  - Discussed items to accompany membership packets.
- **Financing**
  - Importance of stressing word "financing" instead of "fundraising" when making plans for the financial future of the organization

**Comment [KK1]:** I am concerned that we have enough on our plates without changing our accounting methods. We may want to change at some point, but personally I think cash basis is easier.

- Kelly included a packet on “9 Ways Board Members Can Raise Money w/out Fundraising” This pamphlet is our homework for the next board meeting.
- Discussed OPM grant for keeping kids safe. ~~It is not clear that that proposal~~The grant could fit within our Bike Education program.
- Kelly and Martha will meet to develop a ~~resource~~ development plan for financing and fundraising.

• **Events**

- Bike to Work is expected to be statewide this year. We have 12 sites already established for bike to work locations. Sandy has made all the arrangements and Kelly has supported her with good publicity. Bev will deliver some of the remote locations. Other board members will deliver sites close to their workplace.
- Discover Hartford plans are progressing well. Anne Hayes reported on BWCT’s coordinated work with the iQuilt group. Event will take place on the ~~22<sup>nd</sup>~~29<sup>th</sup> of September.
- Goal this year for the Discover Tour is to net \$25,000. Last year was not typical.
- Tabling was discussed under events. Although we do not bring in any income from this activity, it does give us visibility, which is important. The group debated this issue, but no definite conclusion was reached.

• **Advocacy**

- Summary of where we are: vulnerable user bill may get passed. redlight camera bill looks dead for this session.
- Need a chair for Advocacy committee.
- Future goal: Getting bike/ped access to new busway.
- Need to start thinking about what to do about Advocacy Advance grant.

**Comment [KK2]:** Let’s be cautious about the skills and expertise we want in an advocacy chair and committee, rather than appoint someone just to fill the spot.

• **Bike Ed**

- Beth Emery is no longer available as a bike ed coordinator.
- The Parent and Child class for South Windsor got cancelled, but we ~~did~~will get paid for it.
- We have LCI instructors who are available as instructors for future programs.
- Sandy will follow up with Marcy about a class for WTS.
- Sandy will help plan a new printing for a bike-ed pamphlet.

**Comment [KK3]:** Let’s put this on hold until we build a little more teaching and admin capacity

• **Outreach**

- Many requests for publicity, participation and other assistance from other bike/health organizations. Need to set priorities as to which organizations to actively support (such as, appearance on our website). We can't support every request. We are not staffed for the kind of help that is being requested of us.
- **Communications**
  - Chris Brown will talk to Tony and explain to him our plans for Kelly's revising the web site.
  - The newsletter's appearance has improved thanks to Kelly's design help.
- **Adjourn**
  - Meeting was adjourned by Mark at 8:10
- **Next Meeting:** Wednesday July 11, 2012

Respectfully Submitted,

Beverly Hughes, Secretary

## Bike Walk Connecticut Profit & Loss Budget vs. Actual

January through June 2012

	Jan - Jun 12	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
43400 · Direct Public Support				
43460 · Legacies and Bequests	1,872.00			
43410 · Corporate Contributions	0.00	10,100.00	-10,100.00	0.0%
43450 · Individual Contributions				
43453 · Annual Appeal	757.75	2,500.00	-1,742.25	30.3%
43454 · Employer Matching Gifts	1,086.90			
43452 · United Way/Workplace Giving	0.00	2,500.00	-2,500.00	0.0%
43450 · Individual Contributions - Other	100.00	500.00	-400.00	20.0%
<b>Total 43450 · Individual Contributions</b>	<b>1,944.65</b>	<b>5,500.00</b>	<b>-3,555.35</b>	<b>35.4%</b>
<b>Total 43400 · Direct Public Support</b>	<b>3,816.65</b>	<b>15,600.00</b>	<b>-11,783.35</b>	<b>24.5%</b>
46400 · Miscellaneous Income				
46430 · Excess Food Kitty	0.00	50.00	-50.00	0.0%
46400 · Miscellaneous Income - Other	0.00	100.00	-100.00	0.0%
<b>Total 46400 · Miscellaneous Income</b>	<b>0.00</b>	<b>150.00</b>	<b>-150.00</b>	<b>0.0%</b>
47200 · Program Income				
47270 · Hartford Bicycle Rack Project	2,533.00			
47250 · Bike Education	885.00	3,000.00	-2,115.00	29.5%
47210 · Bike to Work	7,775.00			
47220 · Memberships				
47222 · Membership Dues				
47222.2 · Renewal Memberships	3,035.00	7,000.00	-3,965.00	43.4%
47222.1 · New Memberships	0.00	7,000.00	-7,000.00	0.0%
<b>Total 47222 · Membership Dues</b>	<b>3,035.00</b>	<b>14,000.00</b>	<b>-10,965.00</b>	<b>21.7%</b>
47221 · Bike Shop/Business Memberships	0.00	1,500.00	-1,500.00	0.0%
<b>Total 47220 · Memberships</b>	<b>3,035.00</b>	<b>15,500.00</b>	<b>-12,465.00</b>	<b>19.6%</b>
47240 · Rides and Walks				
47244 · Hartford Bike Tour Registration	0.00	15,000.00	-15,000.00	0.0%
47245 · Discover Hartford Tour Sponsors	0.00	10,000.00	-10,000.00	0.0%
47246 · Discover Bike Tour Grants	7,000.00	3,000.00	4,000.00	233.3%
<b>Total 47240 · Rides and Walks</b>	<b>7,000.00</b>	<b>28,000.00</b>	<b>-21,000.00</b>	<b>25.0%</b>
47240* · Program Service Fees				
47231 · Annual Dinner	-78.00	10,000.00	-10,078.00	-0.8%
47232 · T-Shirt Sales	0.00	1,000.00	-1,000.00	0.0%
47233 · Silent Auction	87.00	4,000.00	-3,913.00	2.2%
<b>Total 47240* · Program Service Fees</b>	<b>9.00</b>	<b>15,000.00</b>	<b>-14,991.00</b>	<b>0.1%</b>
47200 · Program Income - Other	1,601.20			
<b>Total 47200 · Program Income</b>	<b>22,838.20</b>	<b>61,500.00</b>	<b>-38,661.80</b>	<b>37.1%</b>
<b>Total Income</b>	<b>26,654.85</b>	<b>77,250.00</b>	<b>-50,595.15</b>	<b>34.5%</b>
<b>Gross Profit</b>	<b>26,654.85</b>	<b>77,250.00</b>	<b>-50,595.15</b>	<b>34.5%</b>

## Bike Walk Connecticut Profit & Loss Budget vs. Actual

January through June 2012

	Jan - Jun 12	Budget	\$ Over Budget	% of Budget
<b>Expense</b>				
68300 · Travel and Meetings				
68320 · Travel	114.00			
68310 · Conference, Convention, Meeting	325.00			
68300 · Travel and Meetings - Other	0.00	325.00	-325.00	0.0%
<b>Total 68300 · Travel and Meetings</b>	<b>439.00</b>	<b>325.00</b>	<b>114.00</b>	<b>135.1%</b>
65100* · Other Types of Expenses				
65120* · Insurance - Liability, D and O	875.00			
<b>Total 65100* · Other Types of Expenses</b>	<b>875.00</b>			
62800 · Facilities and Equipment				
62870 · Property Insurance	0.00	2,100.00	-2,100.00	0.0%
62800 · Facilities and Equipment - Other	0.00	2,000.00	-2,000.00	0.0%
<b>Total 62800 · Facilities and Equipment</b>	<b>0.00</b>	<b>4,100.00</b>	<b>-4,100.00</b>	<b>0.0%</b>
63000 · Program Services Expenses				
63900 · Statewide Summit	1,383.91			
63800 · Hartford Bicycle Rack Project				
63801 · Contract Servicess	0.00	1,500.00	-1,500.00	0.0%
<b>Total 63800 · Hartford Bicycle Rack Project</b>	<b>0.00</b>	<b>1,500.00</b>	<b>-1,500.00</b>	<b>0.0%</b>
63010 · Printing	0.00	500.00	-500.00	0.0%
63040 · Materials	4,472.88			
63100 · Annual Dinner				
63110 · Printing	0.00	250.00	-250.00	0.0%
63130 · Supplies	0.00	250.00	-250.00	0.0%
63140 · Food and Beverages	0.00	4,000.00	-4,000.00	0.0%
63160 · Postage	0.00	250.00	-250.00	0.0%
<b>Total 63100 · Annual Dinner</b>	<b>0.00</b>	<b>4,750.00</b>	<b>-4,750.00</b>	<b>0.0%</b>
63300 · Hartford Tour				
63370 · Equipment rental	0.00	500.00	-500.00	0.0%
63350 · Materials	0.00	2,000.00	-2,000.00	0.0%
63310 · Printing	0.00	2,000.00	-2,000.00	0.0%
63320 · Outside Contract Services	0.00	2,000.00	-2,000.00	0.0%
63330 · Supplies	0.00	1,000.00	-1,000.00	0.0%
63340 · Postage	0.00	500.00	-500.00	0.0%
<b>Total 63300 · Hartford Tour</b>	<b>0.00</b>	<b>8,000.00</b>	<b>-8,000.00</b>	<b>0.0%</b>
63400 · Bike Education				
63406 · Printing	0.00	100.00	-100.00	0.0%
63405 · Contractural Services	0.00	5,000.00	-5,000.00	0.0%
63401 · Travel	0.00	100.00	-100.00	0.0%
63410 · Supplies	0.00	250.00	-250.00	0.0%
<b>Total 63400 · Bike Education</b>	<b>0.00</b>	<b>5,450.00</b>	<b>-5,450.00</b>	<b>0.0%</b>
63500 · Bike to Work				
63540 · Food	400.00			
63510 · Advertising	520.00			
63500 · Bike to Work - Other	0.00	500.00	-500.00	0.0%
<b>Total 63500 · Bike to Work</b>	<b>920.00</b>	<b>500.00</b>	<b>420.00</b>	<b>184.0%</b>

**Bike Walk Connecticut**  
**Profit & Loss Budget vs. Actual**  
 January through June 2012

	Jan - Jun 12	Budget	\$ Over Budget	% of Budget
63600 · Advocacy Expenses	1,251.20			
<b>Total 63000 · Program Services Expenses</b>	<b>8,027.99</b>	<b>20,700.00</b>	<b>-12,672.01</b>	<b>38.8%</b>
<b>65000 · Operations</b>				
65011 · Board Development	55.47			
65090 · Office Space- Rent	2,000.00	4,800.00	-2,800.00	41.7%
65080 · Equipment	684.45	500.00	184.45	136.9%
65340 · Benefits/Employment Taxes	0.00	2,000.00	-2,000.00	0.0%
65330 · Salaries	11,538.48	45,000.00	-33,461.52	25.6%
65110 · Marketing/Promotion	50.00			
65001 · Business Registration Fees	125.00	750.00	-625.00	16.7%
65005 · Bank Service Charges	872.43	2,000.00	-1,127.57	43.6%
65010 · Books, Subscriptions, Reference	0.00	250.00	-250.00	0.0%
65015 · Membership Dues	100.00	500.00	-400.00	20.0%
65020 · Postage, Mailing Service	352.68	1,000.00	-647.32	35.3%
65030 · Printing and Copying	5.60	1,000.00	-994.40	0.6%
65040 · Supplies	13.07	1,500.00	-1,486.93	0.9%
65050 · Telephone, Telecommunications	452.29	1,000.00	-547.71	45.2%
65060 · Website	0.00	1,500.00	-1,500.00	0.0%
65070 · Outside Contract Services	3,666.33			
65120 · Insurance - Liability, D and O	0.00	4,000.00	-4,000.00	0.0%
65150 · Contributions	1,000.00			
65160 · Other Costs	210.00			
65200 · Technology, software, etc.	45.00			
65310 · Conference, Convention, Meeting	0.00	500.00	-500.00	0.0%
65320 · Travel	0.00	1,000.00	-1,000.00	0.0%
<b>Total 65000 · Operations</b>	<b>21,170.80</b>	<b>67,300.00</b>	<b>-46,129.20</b>	<b>31.5%</b>
<b>66000 · Payroll Expenses</b>	<b>1,367.32</b>			
<b>Total Expense</b>	<b>31,880.11</b>	<b>92,425.00</b>	<b>-60,544.89</b>	<b>34.5%</b>
<b>Net Ordinary Income</b>	<b>-5,225.26</b>	<b>-15,175.00</b>	<b>9,949.74</b>	<b>34.4%</b>
<b>Other Income/Expense</b>				
<b>Other Expense</b>				
80000 · Ask My Accountant	25.00			
<b>Total Other Expense</b>	<b>25.00</b>			
<b>Net Other Income</b>	<b>-25.00</b>			
<b>Net Income</b>	<b>-5,250.26</b>	<b>-15,175.00</b>	<b>9,924.74</b>	<b>34.6%</b>

**Bike Walk Connecticut**  
**Profit & Loss**  
January through June 2012

	<u>Jan - Jun 12</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
43400 · Direct Public Support	
43460 · Legacies and Bequests	1,872.00
43450 · Individual Contributions	
43453 · Annual Appeal	757.75
43454 · Employer Matching Gifts	1,086.90
43450 · Individual Contributions - Other	100.00
<b>Total 43450 · Individual Contributions</b>	<u>1,944.65</u>
<b>Total 43400 · Direct Public Support</b>	3,816.65
47200 · Program Income	
47270 · Hartford Bicycle Rack Project	2,533.00
47250 · Bike Education	885.00
47210 · Bike to Work	7,775.00
47220 · Memberships	
47222 · Membership Dues	
47222.2 · Renewal Memberships	3,035.00
<b>Total 47222 · Membership Dues</b>	<u>3,035.00</u>
<b>Total 47220 · Memberships</b>	3,035.00
47240 · Rides and Walks	
47246 · Discover Bike Tour Grants	7,000.00
<b>Total 47240 · Rides and Walks</b>	<u>7,000.00</u>
47240* · Program Service Fees	
47231 · Annual Dinner	-78.00
47233 · Silent Auction	87.00
<b>Total 47240* · Program Service Fees</b>	<u>9.00</u>
47200 · Program Income - Other	1,601.20
<b>Total 47200 · Program Income</b>	<u>22,838.20</u>
<b>Total Income</b>	<u>26,654.85</u>
<b>Gross Profit</b>	26,654.85
<b>Expense</b>	
68300 · Travel and Meetings	
68320 · Travel	114.00
68310 · Conference, Convention, Meeting	325.00
<b>Total 68300 · Travel and Meetings</b>	<u>439.00</u>



**Bike Walk Connecticut**  
**Profit & Loss**  
January through June 2012

	<u>Jan - Jun 12</u>
65100* · Other Types of Expenses	
65120* · Insurance - Liability, D and O	875.00
<b>Total 65100* · Other Types of Expenses</b>	<b>875.00</b>
63000 · Program Services Expenses	
63900 · Statewide Summit	1,383.91
63040 · Materials	4,472.88
63500 · Bike to Work	
63540 · Food	400.00
63510 · Advertising	520.00
<b>Total 63500 · Bike to Work</b>	<b>920.00</b>
63600 · Advocacy Expenses	1,251.20
<b>Total 63000 · Program Services Expenses</b>	<b>8,027.99</b>
65000 · Operations	
65011 · Board Development	55.47
65090 · Office Space- Rent	2,000.00
65080 · Equipment	684.45
65330 · Salaries	11,538.48
65110 · Marketing/Promotion	50.00
65001 · Business Registration Fees	125.00
65005 · Bank Service Charges	872.43
65015 · Membership Dues	100.00
65020 · Postage, Mailing Service	352.68
65030 · Printing and Copying	5.60
65040 · Supplies	13.07
65050 · Telephone, Telecommunications	452.29
65070 · Outside Contract Services	3,666.33
65150 · Contributions	1,000.00
65160 · Other Costs	210.00
65200 · Technology, software, etc.	45.00
<b>Total 65000 · Operations</b>	<b>21,170.80</b>
66000 · Payroll Expenses	1,367.32
<b>Total Expense</b>	<b>31,880.11</b>
<b>Net Ordinary Income</b>	<b>-5,225.26</b>
Other Income/Expense	
Other Expense	
80000 · Ask My Accountant	25.00
<b>Total Other Expense</b>	<b>25.00</b>
<b>Net Other Income</b>	<b>-25.00</b>
<b>Net Income</b>	<b>-5,250.26</b>