# Membership

# Annual Appeal

# Annual Dinner & Silent Auction Update

     **We're sold out!**Please contact MET to be added to the waiting list if you know someone who’s still looking for tickets.  Many thanks to MaryEllen, Rick and team for their work in getting everything organized!

# Silent Auction

         I’m updating the Silent Auction web page with new items as they come in. See the list on our website under Events.

         Promotion--now that our audience is finite, we need to work together to heavily promote our auction items to them.  I'll be doing that with email blasts to registrants, but please help spread the word to your friends and tablemates.  With table purchases, we don't have a way to contact all the guests at any particular table (table buyers objected to having to complete that info last year).

# Educating the Candidates

         I made sure not to miss a PR opportunity to promote Bike Walk CT and our mission to gubernatorial and state legislative candidates.

         I know a lot of Connecticut’s bike ped community is not excited about advocacy, but that’s the essential ingredient in getting our roads, budget priorities, and culture to be more accomodating to pedestrians and cyclists.

         See our News page for details.

# Bike Walk Vote

         I’m very concerned about low voter turnout for this election.

         Some candidates are clearly more open to bike ped issues than others are.

         I’m doing as much as I am permitted (as a 501/c/3) to get our readers to think about that and vote accordingly.

         The response to the Bike Walk Vote pledge has been underwhelming.  Does that explain why things are the way they are here?

# Legislative Agenda

         Kelly Rago is helping to look into amending our statute on riding as far to the right as practicable, as recommended by the LAB.  If we can, I’d like to discuss at our Nov. board meeting.

# Trinity Students Op Ed

Trinity Professor Johannes Evelein wasn’t taking no for an answer!  So I worked with three good kids, Trinity freshmen on the bike walk vote effort, outreach to candidates, and the op ed that appeared recently in the Courant. The students were a pleasure to work with.

# Membership

         We’ve been talking about sending our newsletter only dues paying members since I came on board.  The catch has been that almost every month we’re advertising something to as many people as possible.

         We need to step up our membership levels and member revenue substantially.  About 300 people, give or take, are carrying the weight for  Connecticut’s entire bike ped community.

         I’m scheduling multiple reminders to people whose memberships have lapsed or are about to lapse.

         Beginning this month, nonmembers will receive only generic information we want everybody to know.  We’ll share the best news and information with the people who support us. See also members only page below.

         I am now publishing the list of members, their membership levels and renewal date online.  See<http://www.bikewalkct.org/member-list.html>

# Members Only Page & Discussion Group

         I set up a members only web page and members only google group. I’ve just begun to test it.  Watch for your invitation. See <http://www.bikewalkct.org/members-only.html>

         The idea is to induce more people to join, and to provide a valuable discussion forum for members to discuss bike ped issues directly.

# United Way

I’ve been trying to get information on what people need to provide to list us as a donee in the United Way campaign, which is probably ending soon if it hasn’t already.

# Cash Flow Projections

         We currently have a 29K deficit for the year. It's gotten better with Annual Dinner ticket sales, but we haven't paid any annual dinner expenses yet.

         We’re covering the deficit from our cash reserves.

         I’m analyzing current and last year expenses and revenue to project our cash flow and impact on cash reserves.  We need this information before we entertain hiring any new employees.

# Cost Cutting

         Our monthly rent, including office, trailer space and ground floor storage room is 530/month.  Our phone and internet bill is 120/month.

         I’ve looked into relinquishing our office space and moving our administrative supplies and equipment into a small interior office/storage area at 56 arbor.  It would run 100/month, +85/month for the 2nd storage room.  Still waiting to hear back from Building Management on a few other details. Theoretically, that would relieve us of the 120/month Comcast bill too, but Comcast says we are in a two year contract.  That aspect to be investigated further.

# Complete Streets

         DPH is extremely concerned about our engaging in “lobbying” in the course of our complete streets work to the point that they want to review and approve any and all materials related to the contract 60 days in advance.  Including facebook posts and tweets.  Ridiculous is an understatement.

         Never mind that implementing an exisiting law is not lobbying, and never mind that as business professionals we understand and assume the risk involved. I am trying to maneuver my way around this problem.

         In the meantime, I still need to carve out time to compile public opinion comments for each town.  West Hartford is particularly interested given the council mandate to propose a policy or ordinance within the next 5 months. This work will be covered under the complete streets project.

         DOT recently adopted a complete streets policy. See our News page.

# Summit

         I’m trying to dedicate some of the funding from the Complete Streets contract to underwrite part of the costs of a 2015 summit, including speaker and facility rental fees. It’s a little tricky. I'm thinking March or April for timing.

          I’m in contact with Roger Geller and Mark Fenton as potential speakers. Big name speakers could be a big draw for us and give us a better revenue opportunity.

# Banking, Mail, Membership Recordkeeping, Plus

With Tara’s departure, I’m also back to handling the mail, making bank deposits and coordinating with Ken, writing the newsletter, updating the website and social media, promoting membership and managing member records.

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