

League of American Bicyclists
Board meeting August 8, 2005
Minutes

Notes of August 8 2005 LAB Board meeting were taken by John Allen.
Minutes were prepared by Preston Tyree

Staff: Andy, Marthea

Guests: Lisa Falvy, Harry Brull

Quorum declared, meeting called to order by Preston at 2:08 PM.

Board members present:

Amanda Jones, Joe Stafford, Preston Tyree, Paul Wessel, Gary Brustin, Chris Kegel,
Martha Roskowski, John Allen, Mike Greehan

Board members absent:

Rich Killingsworth, Michael Abrams, Don Sparks

Board member-elect present: Lisa Falvy, Harry Brull

Staff present: Andy Clarke, Marthea Wilson

Minor changes to the minutes of July 18, 2005 were discussed.

Joe moved to accept the minutes as amended.

Mike seconded.

Minutes were approved without dissent. Minutes are to be sent to Marthea to put on the
Web site.

The first item of business was a discussion on the document: League of American
Bicyclists Program & Activity Plan. (Draft)

Andy reviewed the programs and activities in four areas, Promotion, Education,
Advocacy and Membership.

Discussion followed on the priority and Marthea pointed out that the programs were
roughly in priority order by category. The impact of the programs was discussed and
Mike asked that we review the assumptions. He used as an example the statement that
“The education program is one of our strongest assets...” It is important to ascertain the
reality of statements such as these.

The membership survey that is mentioned in the Membership category is on-line and we should have a feeling for the trends by the Board Meeting on September 15, 2005.

Discussion centered on the future and the financial issues related to these programs. Martha asked about the financial statements for July. Andy said they will be coming to the board within about 24 hours. He said that the renewals are looking better, acquisitions are up, a commitment from Bikes Belong and the major gift have all made a difference.

Marthea mentioned that we have paid down the Accounts Payable and of our \$200,000 line of credit we have \$135,000 drawn down leaving \$65,000 available for borrowing.

Amanda: As we get things somewhat under control, what are we going to do about fundraising? Hire somebody?

Discussion moved to second document: Fundraising Plan: Aug 2005 – Dec 2005. This document was developed from template in non-profit fundraising book.

Questions on the cost vs. benefit of acquisition mailings were raised. It was explained that most membership acquisition campaigns were expected to be a loss in the first year but make money over the life of the membership.

We continue to test market our acquisition mailings and are using the one that works best, the Lance Armstrong package.

Mike mentioned that he would like to include a campaign to raise funds from bicycle dealers through cooperation with NBDA and that he would be happy to work on this issue.

The costs and revenue of the Summit were discussed at length. It was suggested that the scenario in the Fundraising Plan was a best case one and while possible was unlikely without significant attention and work. The League is committed to the Reagan Center for another year. The issue of the Summit venue should be reviewed.

Issues raised in the discussion on the timing of the flows will be answered in the revised budget which will be available on September 1, 2005.

Mike warned about making overly optimistic projections when we are in a tight situation.

Staff action item: Staff was asked to review programs/activities and determine which include staff time and how it is being charged. Particularly in the BFC program area. The sponsors of the BFC program have questioned staff time in the past.

Questions about the potential new grant of \$50K for Safe Routes to School centered on the requirements and how much staff time it would take. Andy agreed to address this.

Questions were raised about the League's role in the new SR2S clearing house mandated by the Transportation Bill (SAFETEA-LU). Andy said the role of the League is to coordinate at the national level, provide the education program and team with others to provide technical assistance.

Executive session:

Preston: move for adjournment?

Paul moved adjournment.

Mike seconded.

All present agreed. Meeting ended at 3:16 PM.

Respectfully submitted, Preston Tyree for Don Sparks.