

# LEAGUE OF AMERICAN BICYCLISTS

Board of Directors Meeting

Hilton Garden Inn

Washington, D.C.

4 March 2006

## Minutes

Board Minutes: Saturday, 3-4-06 (Action Items in RED)

Board Members Present: Mike Greehan, Don Sparks, Harry Brull, Lisa Falvy, Ellen Jones, Martha Roskowski, John Allen, Gary Brustin, Michael Abrams, Preston Tyree, Paul Wessel, Amanda Eichstaedt

Staff Present: Anthony Yoder, Elizabeth Preston, Sarah Styles, Bill Nesper, Marthea Wilson, Mike Mackin, Andy Clarke, Lou Elin Dwyer

Guests Present: Jack Johnson, John Siemiatkoski, Jim Baross, Myra Barrett, Fred Oswald, Bill Hoffman, Fred Meredith, Joe Stafford, Richard Hoye, Bob Carson, Scott Korcz

Meeting Called to order at 8:58 am.

Committee reports. Any other additions to committees.

Harry would like to add Dominique McAree and David Madson to the Development Committee.

Mike moved that Dominique and David be added to the committee. Amanda seconded. Approved unanimously.

Introductions all around the room.

Members Comments:

Jim Baross from San Diego. LCI trainer and instructor since 1985. Jim would like to participate and is happy about the possibility of a national clearing house. Appreciates LAB support for local issues in California and financial support. Good roads, not good trails.

Richard Moeur. Share the road article in American Bicyclist magazine. Will write a letter to the editor. Appreciates article and illustrations. Will send comments.

Bill Hoffman. Glad to see the meeting announcement on the web site and the agenda. Likes letters to the editor in the LAB magazine. Two questions. Would like copy of the

audit for 2005. Anthony will send copy of 2004 audit. Question regarding rent on K St. office and square footage. 2005 rent - \$6000 per month. Length of lease is 2 more years.

Fred Meredith. Thanks staff and everyone for work on Summit.

Jack Johnson. LAB LCI, teaching courses in Massachusetts. Interested in addressing the content for Bike Ed. Make it easier for people to become an LCI.

John Siemiatkoski from Massachusetts. Board of Massbike and LCI. Organizes rides for National Diabetes. Worried about the future of large scale rides. Became LCI to reduce risks on big rides. On behalf of all ride organizers.

Gary offered to be a contact. Preston thanked John S. for offering space for Bike Ed courses.

Approval of Minutes:

John asked for this to be moved to after the break.

Financial Review:

This time last year the report for 2004 had substantial deficit. Year end statements show surplus at end of year that is in line with original budget. We failed to achieve all donations/fundraising, but expenses were kept in control. Andy secured a large contribution during the year. Cash position is good. Debt at least cut in half. Deficit cut in half. We are in much better shape than last year. Audit will start in a few weeks for 2005. January statements look good, but very hard to tell from looking at one month. Not enough information to analyze.

February books are not closed yet due to work on the summit. Minutes from Trust Fund meeting in book. Fund slightly underperformed to benchmarks and net income is negative due to lack of marketing. Late strength in LAB financials reduced contributions to the League to preserve the trust. Resumed active marketing of life memberships.

Michael Abrams. Question on Trust contribution – answered in Paul’s remarks. Does not understand Total Expense variance. Paul: Staff spent ½ million dollars less than budgeted. Fewer number of staff, cut back on events (anniversary dinner), when fell short on fundraising we were able to cut expenses. Total revenues also ½ million dollars lower. Also questions on January Income and Expense Statement (why a bunch of zeros for month when there is an annual budget). Paul: On expenses, if an activity is not planned then it will show zero for the month.

Mike G. requests financial info on Summit.

Andy states that we are very close on both sponsorships and attendance.

Paul: Status on bank loan. Significantly reduced. Positive balance in account so it could have been reduced even further. Spoke with bank and they are happy. We are in good shape.

Martha: Where does bank loan show up?

Paul: Notes payable.

Gary: Projection on when we will get rid of loan?

Paul: To make it go away completely will take two years w/the same success as this past year.

ED Report:

Bike Summit has dominated schedules for two weeks intensely and for several months. Happy with outcome. Also had one day SR2S training for state coordinators. RFA for Fed Highways from clearinghouse. FHWA will make awards in April. LAB put in application with Local Government Commission in Sacramento and National SR2S partnership. If successful LAB will take lead on education.

Martha: Competition?

Andy: PBIC.

Good reaction from membership and people in the field. Good response to Magazine. Attribute those successes to membership survey and the direction that it gave staff. 85% satisfaction rating with membership. Helpful information.

Don: Foundations applications out. Shimano and Mott.

Andy: Still waiting to find out.

Don: Club of the year in each region.

Mike M.: 12 profiles, one club each month.

Staff Presentations:

Marthea: Summit was a team effort. Thanks rest of staff.

Sarah: Summit wrap up. Board member contributions such as letter from Presidents (Paul), panelists, sponsorships, state contacts. Preliminary numbers, 375 participants including staff, sponsors etc. 45 states represented. 355 members of congress and senators were met.

Discussion on summit operations.

Amanda: More work by regional directors to get full district representation. Steering Committee concept. Dual track concept for mature event.

Martha: Closing plenary concept. Hire legislative Director at LAB.

Marthea: March 14-16 (Tentative) Wed. Thurs. Friday format.

Andy: People were bringing people with them to the event. Tell a friend concept.

Don: Get folks interested in National Legislation, but also focus on local issues that would be "from the district".

Examples of state issues where additional information was handed out.

Awards and VIP involvement (Andy).

Marthea: Most likely exceeded income. 17 sponsorship partners.

Lisa: Industry comments. Summit occur in May or June (get away from busy time – industry lobbyist). Expense of RR Center. Tonger had some facility ideas. Places closer to the hill.

Anthony: Financials. Thanks to Paul for his help/resources. Second year with Raffa (Audit firm). Focus on basics. Get financials out on time, working on mechanisms. Focus on keeping bookkeeping tasks simple and focus on other programming tasks. Life member trust to be preserved. New 2005 program (Monthly giving). Administration and upkeep of equipment. One item would be membership tracking software.

Preston pointed out that we are current with Accounts Payable.

Ellen: Asked if LAB is part of any workplace giving?

Anthony: Is working on this.

Michael: IT info? Where is IT in budget. Will show up on balance sheet for depreciating items.

Elizabeth: Communications and Marketing. Brand retreat. New web site will be up soon. Will launch next week. More often on electronic newsletter. Voting on line for election this year.

Bill: Education programs and BFC. Still working on increase of services to LCI's. 714 LCI's in 48 sites. 20 LCI seminars w/199 new LCI's. 2006, 30 seminars. New Bike Ed brochure. Search engine on web site. Expanded LCI only section on web site. Easier to

post classes and download materials. Middle School Curriculum out in summer. BFC – program update. Same application process. Deadline March 17. 10 renewing communities and 5 new.

John A.: SR2S. Wants to get updated information on materials that he was editing with Scott Bricker two years ago. BFC. Andy solicited comments from regional directors.

Lisa: Complimenting the program on BFC.

Amanda: Can a community be downgraded? (yes, Denver example)

Mike M.:

LouElin membership assistant has been hired. Lots of interesting comments at the Customer Service end of things.

Acquisitions: Direct Mail, 1.5 – 2% response rate. New angles including Lance (Defending Rights, Environmental). Looking to work more closely with retailers and clubs.

Million Member Campaign.

Member Benefits (Programs). Refresh Bikes Fly Free program attempt in 2006.

New benefits. Better World Club (AAA for bikes). Join at \$100 level and get Better World Club added on. National Legal Defense program – member benefit??

Bicycle registry.

Once members join, they are told about programs and asked to support via direct mail and web acquisition. Appeals are doing well. Share the Road appeal – highest grossing appeal since IRS appeal in 1997.

2006, scaling back from 4 to 3 appeals.

Renewals. Local information to members as a reason to renew.

Fundraising. Developing member relations.

Fundraising: RWJ grant. SR2S grant including coordinators meeting and video. Education Foundation Trustee application in. May get info on this next week. Asking small foundations for \$5K grants to go into small communities to put on BFC workshops. Ruth Mott foundation (in the works).

Matching gifts program. Link a company with matching gifts. Gone from \$2K to \$10K over past year. Microsoft. Pacesetter monthly giving. High level of board participation.

Store on new web site will generate revenue.

Ellen: Interested in discussion on Million Member program. Budget shows increase in acquisitions.

Agenda changes: John Allen 2:20 – 2:30  
Richard Moeur 2:30 – 2:40  
Million Member program under new business

Joe Stafford: Comments regarding National Legal Defense program.  
Marthea: Wrap up development. Board Contributions. Board fundraising. Include former board members. Current vs. former board challenge.

Director of Advocacy position. Relook at job description and start the interview process.

Andy: A1A lawsuit in Florida. Other local examples.

Thanks staff for all of their hard work.

Marthea: Events

Cycle Across Maryland annual rally. One Less Car. Bob Carson, former LAB Board member and staff. Runs events. 3 ½ day event. Eastern Shore of Maryland, 20 miles south of Salisbury. Flat terrain. Windy ride. Friday ride North into Delaware. Saturday ride East (Century), Sunday ride South towards Crisfield, crabbing and commercial oystering town. Partnering with Delite, Event will be patterned after what LAB used to do with the old format. Rides during the day, afternoon workshops, evening entertainment. Option of camping, staying on campus dorm or local hotels. Delighted to have LAB involved. Educational programs for afternoon workshops – Road One course.

July 13 – 16. Need details on board meeting time/date. Arrive on 13<sup>th</sup>. 16<sup>th</sup> is the last day. University of Maryland, Eastern Shore. Historic black college. Town of Princess Anne.

Looking for Road One and advocacy support from LAB.

What does LAB need in terms of facilities for Town Meeting and Board Meeting.

Discussing possible days/times for both board meeting and Annual Meeting.

Paul recommends that board meeting occur prior to the Annual Meeting. Board meeting on Friday (July 14). Annual Meeting on Saturday night (July 15). Princess Anne, Maryland.

Focused telephone call for budget in the fall.

2007 Mid/Late November in Tucson.

Railvolution in Chicago in September. (Ellen)

Ride of Silence has a web site where board members can get other information.

Six regional events. Page 18 in Almanac. Staff will be at these six events.

Multi-Day rides with rolling road one courses. Getting out publicity ahead of time. John Allen wants to work with staff regarding getting publicity out for these courses so that people will sign up.

Member Involvement in Regions: Don/Mike

State representative program of the LAB.

Amanda supports this if the expectations of the program are clearly stated prior to running for a regional seat.

Don thinks we should think on this. Amanda will assist Don in coming up with a plan for the mechanics of this program.

Preston brings up concept of breaking up region 5 & 6 possibly. That this should be looked at in some way to get regional distribution.

Originally membership numbers were equal between regions.

Paul brings up the fact that we have three appointed board members up for election this next year. Possibility of bringing one appointed member to elected.

Board Elections:

Nominating Committee recommends that Paul Wessel be reappointed. Harry Brull moved that Paul be reappointed to another three year term.

Harry moved, Amanda Seconded. Approved. Paul abstained and John was absent.

Timeline: The mailing of the magazine timing created difficulties and an extension was granted for candidates. Magazine will mail in early April. Candidates will know in late May whether they have been elected (so that they know about the July board meeting).

The nominating committee would like to know immediately if there is a petition candidate.

John A. moved that we approve the Nomcomm timeline. Preston seconded. Passed unanimously.

Elizabeth explained the web based voting system. Discussion.

Article 1, Section 2 of the purpose.

The corporation is organized and operated exclusively for the charitable and educational purposes that follow:

- a) Promote and protect the rights of bicyclists.
- b) Advocate for the interests of bicyclists.

- c) Support bicycling skills education.
- d) Promote bicycling for fun, fitness and transportation.

Discussion ensued.

Martha moved that we approve the above.

Ellen seconded.

Passed. Harry Brull abstained.

Archive of League Magazine issue:

John Allen's issue.

Discussion ensued. Copyright issues.

Library Holdings: John's thought is to digitize the card catalog so that the database could be distributed. Historical items that should be kept and other items of historical significance. LAB should have possession of these items. Bicycle museums around the country (UC Davis) could take up the collection (things we don't need to keep).

Minutes:

Correction of Jan 30 minutes. Roll Call vote on page 2. Ellen's vote was not recorded and it was No.

Votes and action items be bolded.

Move to accept minutes: Don

Seconded, Michael A.

Approved unanimously.

Richard Moeur: NCUTCD update.

Paul Schimek represents LAB on the National Committee on Uniform Traffic Laws and Ordinances (LAB should ask for a report).

Fred Oswald presentation on State Bike Law.

New business:

Mike M.

Currently use direct mail, on line and via bike shops etc.

How to implement program?

Discussion ensued.

Michael A. moved that we adjourn. Preston Seconded. Passes unanimously 3:36 pm.

