

LEAGUE OF AMERICAN BICYCLISTS

Board of Directors Meeting
University of Maryland Eastern Shore
Princess Anne, Maryland
14 July 2006

Minutes

Call to Order 9:07 a.m.

Opening Comments and Introductions:

Attending: Mike Greehan, Preston Tyree, Jim Sheehan, John Allen, Paul Wessel, Amanda Eichstaedt, Ellen Jones, Martha Roskowski, Harry Brull, Lisa Falvy

Absent: Gary Brustin, Don Sparks

Staff: Andy Clarke, Marthea Wilson, Anthony Yoder, Walter Finch, Sarah Styles, Bill Nesper, Lou Elin Dwyer.

New and Re-Elected Board Members formally join the board. Amanda Eichstaedt, John Allen, Paul Wessel and Jim Sheehan.

March 4 Minutes:

After discussion Paul moved that the board accept the minutes from the March 4 meeting with some edits. John A. seconds. Passes. Jim abstains.

Executive Director Report:

Three main topics of Executive Director's report.

1. Programs: all programs are going well.
2. Financial: finances continue to be an issue and membership not where it should be.
3. There seems to be an overall outside focus on bicycling nationally and LAB needs to look at ways to take advantage of this and be a go-to organization.
 - Bicycle Friendly Communities– Tucson's Mayor is taking the lead to help move the city to Platinum, he is back on a bike after many years.
 - Bike Ed – Over 800 League Cycling Instructors, program continues to make improvement under committee and staff direction.
 - Summit – is a fixture on people's calendars. Glad to have Walter on board as Advocacy Director.
 - Bike Month/Bike to Work Week – enormous potential.
 - Legal – Share the Road program and committee work moving forward.

- Finances – First acquisition should meet target, short on major grant funding, membership not where it should be. Staff is doing a good job of controlling expenses.

Rally: Next event in Tucson. November 2007.

Election Committee Report:

Committee membership includes Paul Wessel, Ellen Jones and former board member (volunteer) Joe Stafford. Committee met at LAB offices on May 22 to do the official vote count. All ballots were under the control of Joe Stafford and had been mailed to a P.O. Box in Pennsylvania. Ballots were counted twice.

Results:

Region 4, Jim Sheehan – 68.9% of vote

Region 6, Amanda Eichstaedt – 64.6% of votes

Region 1, John Allen – 100% of votes

Electronic voting is being researched and should be able to be tested prior to next regional election. Seats vacated by termed out board members are appointed seats for 2007.

Discussion about updating the membership database ensued. It was agreed upon by the board that development of a new membership database is a high priority.

Board Officer Elections:

Ballots were cast for nominated officer seats. A secret ballot method was used. Anthony Yoder collected and counted the votes. Lisa voted through Martha and they conferred by telephone during the meeting.

Officers Elected:

President: Amanda Eichstaedt

Vice President: Don Sparks

Treasurer: Paul Wessel

Secretary: Ellen Jones

At Large: Mike Greehan

Point of Order: New officers take their offices as soon as the election is final. At this point Amanda Eichstaedt assumed presidential duties and Ellen Jones assumed Secretary duties.

Audit Report

Paul reviewed the auditors' report with the Board, noting that it was a "clean" audit for 2005. No problems were documented by the auditors. This is a real step forward in LAB's financial management track record.

Martha congratulated the staff – Marthea and Anthony – and thanked Paul for making this year's audit experience so efficient.

Life Memberships

Paul reviewed the Life Trust Committee report to the Board. The Committee has asked the Board to consider re-instituting a category of Life Family Membership.

A discussion ensued about the definition of families under the current LAB membership categories and the appropriate definitions for this new category.

Martha Moved: The definition of "family" in Section IIIA of the bylaws shall apply to a new category of Life Family memberships. A Life Family Membership shall continue through the lifetimes of the individuals who were aged 21 or older upon the purchase of the Life Family membership.

Mike Greehan seconded.

Unanimously approved.

Martha asked if a bylaw change was needed to make this motion effective. Paul noted that Article II Section 3 states: "The Board of Directors may establish types of membership within each class of membership as the Directors may deem to be in the best interest of the Corporation", therefore, the motion is within the scope of Board actions established in the bylaws.

Trust Financial Framework

Harry asked about the procedures for utilizing the funds in the Trust for LAB operations. Paul said that the Trust Fund Committee has been conservative in its disbursements. The Fund's distribution is tied to the performance of its investment portfolio.

Financial Report

Paul reviewed the financial report through the end of June 2006. He noted that in every income subcategory we are below budget. Paul also noted that staff has reduced every subcategory of expense in the past six months, except Bicycle Friendly Communities.

Staff has projected income and expenses throughout the rest of the year. They project that the second half the year will generate all the budgeted income for that period as well as make up most of the income not realized in the first half of the year. Even with this optimistic projection, the organization ends the year about \$55,000 below budget.

The financial statement for the Summit report was also presented by Paul. Marthea noted that the unexpectedly large turnout resulted in higher variable costs of the event. The event was projected to produce \$36,000 net income, and actually produced \$2600.

Paul stated that the Board needs to work with staff to do better budgeting at the beginning of the year to minimize surprises throughout the year.

Advocacy Report

Ellen handed off the reporting on advocacy to Walt. He reviewed the status of the Bicycle Commuters Benefit Act and Conserve by Bicycling in Congress. All is pending in the transportation bill.

Walt talked about doing more with the Bicycle Caucus during the summit – a briefing might be a good idea. He also talked about boosting coalition building with nontraditional bicycle groups – American Association for Public Transportation, Association for Commuter Transportation, Association of Metropolitan Planners, and others.

Walt pitched the idea that the Advocacy Committee members work on corporate sponsorships for the Summit and in general. He mentioned the idea of considering the formation of a political action committee.

Sarah talked about Capwiz, the on-line grassroots advocacy tool being used by LAB which now has the capacity to handle state and local elected officials as targets of bike advocacy. Mike is working with Sarah to snag the non-LAB members who are logging on for a membership pitch.

Communications Report

Martha reported that the issue of branding has not been taken up by the committee due to the demands of the ongoing communications program and current understaffing issues.

Marthea reported that the magazine and website changes continue to draw positive comments.

Development Committee

Marthea and Harry presented the development plans that have been made by staff and the Committee. Marthea noted that at the last Board meeting a suggestion had been made for a current board/old board fundraising challenge. She passed out a list of the 100 previous Board members and asked for help in trying to figure out the challenge.

Mike talked briefly about the new member acquisition packets being tested this year. He also noted that the new website was producing about 4 members per day vs 1.5 members a day on the old site.

Membership Committee

New ideas include:

1. Optional League Memberships offered at the time people register for benefit rides at an introductory rate in coordination with MS Rides and Cycle Oregon.
2. Courtesy LAB memberships when you buy a new bike has been discussed with Trek Travel and Landry's Bicycle Shop in Waltham, MA.
3. Bundling LAB membership with local clubs: Westchester, Narragansett, Austin Cycling.
4. Bundling with Bicycling Magazine subscriptions – Mike Mackin said that this was being explored.
5. Brochure distribution into large event packets.

Mike Mackin reported that he has solicited data management system proposals to replace the existing system. He has identified a company that he will recommend along with cost proposals over the next several weeks.

Conflict of Interest

There was a general discussion of potential conflicts of interests among Board members' activities.

Harry moved that all the activities that had been disclosed during the discussion be approved by the Board.

Paul seconded the motion.

Unanimous approval.

Education Committee

Preston reported that his committee now has 12 members/advisors. It now has subcommittees; for example, John Allen's subcommittee is reviewing all the test materials currently being used in the program.

Preston reports that there are a variety of interests in the certification program:

- Some people never will teach but want the certification that they are an "expert"
- Some people only want to teach children

Bill Nesper reports that 44 states have a total of 800 instructors. 17 more training sessions scheduled this year. Spanish language materials are being developed.

Webinar for bike shop employees to take the in-class section of Road I will be offered in August. September 25th at Interbike the on-road section will be offered and the certification ceremony will be a press event at Interbike.

City of House is developing modules for the in-class on-line instruction for Road I for city employees. An LCI will then be contracted for the on-road section.

Bill also described a potential partnership with the national association of Physical Education instructors to become credentialed.

Bicycle Education Leadership Conference in June 2007 in association with an international race in Austin has been recommended by the Education Committee. Amanda indicated that the Conference was important but a budget and sponsorship would need to be detailed before the Board can make a decision. Ellen suggested that this needs to be made in the context of the larger 2007 budget discussion.

Paul asked staff about legal review of agreements pertaining to the development of new materials. Amanda commented on the importance of protecting LAB intellectual property.

New Committee Members

Amanda opened discussion on committee memberships. She indicated that the Nominating Committee will consist of Amanda, Martha, Harry, Paul. Their schedule will be as follows:

Schedule: Recruitment of resumes in ongoing. Nominating committee should develop a checklist of skills needed. Reach high because this is an opportunity to “cherry pick”. By January 1, bring recommendations back to the full board.

At the next meeting the Board agreed to discuss the LAB Districts’ imbalance of membership and potentially redraw the lines.

Annual Meeting

Martha raised the issue of moving the Annual meeting to the LAB Summit. Amanda asked that the Nominating Committee look at all the issues associated with the changes with staff and report to the Board on September 1.

Strategic Plan Update

Andy asked that the Board take a look at the strategic plan. It’s almost 3 years old and should be reviewed for completion and update. There was general agreement that the Board should take this on. A committee will come up with a process to do this. The Strategic Planning Committee will be: Amanda, Andy, Jim, Harry, Walt, and Ellen.

Martha moved that the meeting be adjourned.

Preston seconded.

Unanimously approved.