

LAB Board of Directors Meeting
Sunday, November 18, 2007
Tucson, Arizona

Board Attendance: Amanda Eichstaedt, Don Sparks, John Allen, Gary Brustin, Jim Sheehan, Mike Nix, Tim Young, Gail Spann, Harry Brull

Member Attendance: Richard Moeur, Sharon Newman-Matt (Arizona Bike Coalition)

Staff Attendance: Andy Clark, Bill Nesper, Tiffany Payne, Preston Tyree, Elizabeth Preston, Mark Furuyama

Amanda opened the meeting with introductions and an invitation for member comments. She then introduced the agenda.

- I. Upcoming Board meetings:
 - Amanda suggested holding the Summit Board Meeting on Tuesday, March 4 prior to the start of the Summit
 - We will need to hold a phone board meeting to fill the Treasurer's position. If budget is not approved today, approval will also be sought at the phone board meeting
- II. Appreciations
 - Appreciation for staff, Richard Moeur, and the Mayor of Tucson for their part in organizing and promoting El Tour and our presence at the event
- III. Nominating Committee Report
 - Report is received; slate is approved
 - Voting information is out; candidate statements are available
 - Board book contains list of members x state. Encourage people to join. Membership by November 30 provides ability to vote
 - Q: Richard Moeur asked if members x state document was available to members-
 - A: Yes
 - Voting is now electronic, incorporated into our website. System has been tested and appears to work flawlessly. Registration to vote is by member number- available from membership card or magazine.
- IV. Advisory Board
 - Discussion was held regarding the possibility of an advisory board to provide a vehicle for more time-limited involvement by individuals with skills and qualifications. Tim and Gail supported the concept and suggested keeping "advisory" in the name
 - Tim moved (second by Jim) that the Nominating Committee bring back a proposal. Motion carried unanimously
- V. Financial Report-Audit
 - Andy reported on the 2006 audit-no surprises from a staff perspective. Discussion about when we book income from grants; for management purposes, we will record when monies actually received.

- John noted that timely payment of vendors was an issue. Andy reported that the two vendors in question have been gracious with extensions.
- Amanda noted that, given our financial situation, the audit looks good and suggested putting it on the agenda for next meeting so questions can be raised/answered.
- Andy noted that a decision about our audit firm would be made when the new Treasurer is on board.

VI. Financials-Balance Sheet and Financials

- Andy reported that we are in the black for the year, but behind budget. He anticipates a 50K surplus for year end, again lower than budgeted
- Positive news includes record number of riders at El Tour, ahead-of-budget renewals.
- Advocacy income is strong; we are behind on individual and board donations
- Don brought up issue of communities seeking BFC status paying for submission. Issue was discussed, but ultimate thinking was that negatives outweighed advantages. Andy offered to ask six communities who applied if an application fee would have been a deterrent.
- The idea of a membership category for government agencies was put forward
- Amanda suggested having community businesses support award financially, with money split between LAB and community.
- Q: Jim asked about expenses incurred by LAB in support of BFC –A: staff time is significant, but Bikes Belong funding pays for it
- Ceremony upon receipt of status is community’s choice and there is a charge
- Gary asked when debt would be paid off and annual debt expense - \$20,000.00
- Q: Gary asked about existence and limits of insurance, particularly D&O coverage-A: high limits and yes
- Q: John noted we offered insurance to clubs and advocacy groups. Have regional directors sent out recruitment information offering this benefit?
- Strategies for paying down the debt were discussed

Comment [JSA1]: Did he and if so what did he find out.

Comment [JSA2]: This is a conflict of interest if we are lobbying government.

VII. Board Fundraising

- Amanda suggested, going forward, to examine board fundraising goal for reasonableness.
- Simplified expense forms allow for contribution of expenses incurred in one step
- Gary congratulated Andy and Amanda for the simplified form

VIII. Budget Discussion

- Andy discussed Trek support of BFC, MBDA support of bike Ed Summit
- Mayors’ Climate Change Summit is hungry to do something in the transportation realm
- There is interest at the corporate support; Microsoft may be interested
- Humana is looking at 5-6 sites for ride share programs
- Congressman Oberstar and former Transportation Secretary Slater spoke on a Green Ribbon Panel at the Bike Summit, lending credibility to the issue
- The budget in the board book projects a \$200 surplus for 2008
- Next draft will add a column for additional revenues that MAY be received
- Suggestion made that this is not an appropriate budget for approval; a revised budget will be forwarded us for approval

Comment [JSA3]: I don't see this in budget document sent for Jan. 15 meeting.

- Tim suggested separating fixed expenses and program expenses
- Q: Gary asked if we can lower operating expenses – A: We are already pretty bare-boned
- Don recommended keeping budget as realistic as possible, not a wish-list stretch
- Amanda suggested Tim, Gary, Gail and she have dialogue with Andy re putting together a budget
- Andy will present revised budget at July board meeting in Maine
- Amanda suggested looking at unrealistic items in budget, such as 30K board fundraising goal
- Gail suggested revising to \$500/board member
- Jim suggested fundraising criteria for members of the advisory board
- Suggestion made to use E-news to hold on-line auctions. Gail has experience in auctions
- Amanda suggested that we look for realistic numbers/strategies for membership growth
- All agreed to a priority to pay down line of credit in 2008
- There was discussion held regarding the benefit/cost of having life members

IX. Policies and Principles

- We have had huge success, thanks to Preston, in improving Bike Ed programs
- BFC and BFC have huge interest in educational programs
- Be certain that all we do is meshes and is consistent with our policies – Education/Enforcement/Engineering/Evaluation/Encouragement/and the sixth “E” Equality
- Andy suggested a strategic plan update in Martinsville, VA. Rich Killingworth would help cover costs

Comment [JSA4]: Huh?

X. NCUTCD Report

- Richard Moeur provided updates on initiatives, including new signage for use modalities, signage to locations, shared lane marking
- MUTCD rule-making has not begun
- AASHTO guide, definitive guidelines for bicycle facilities, last published in 1999 will be produced as a final product in 2009. LCIs represented on team and as consultants
- US bicycle route system – partnership with several organizations such as Adventure Cycling

XI. Volunteer Involvement

- Have each state select a state representative to represent the LAB at BFC awards and other ceremonies
- Amanda asked Gail and Jim to co-chair membership/communications committee-produce a plan for March board meeting
- Tim suggested a link with Thunderhead Alliance
- Don suggested a tie-in to the strategic plan

XII. Committee Reports

- Membership (Tiffany) - Be a Member/Get a Member only brought in 30 members. Possibly difficulty in tracking accounts for low numbers
- CAPWIZ-on-line advocacy tool brought in 40 new members
- El Tour is offering first-year memberships at \$25

We have found a preferred vendor for new database management

Communications (Elizabeth) – Corporate membership brochure is completed
Magazine publication increased from four to six issues/year

Development Committee (Mark) – A corporate matrix of donor x strategy has been created. It can be linked to the corporate membership brochure
We have commitments of 120K of 140K for advertising in magazine
Individual donors-we are developing strategies for moving people to next level of giving
Amanda suggested a foundation list with goals for foundations
Amanda suggested implementing a planned giving/legacy program

BFC (Bill) – 180 applications/72 awards 32 new applications in 2007
Next year two new staff, improved on-line technical kit and 5-year report
Bicycle Friendly States program to be launched
An RFP for a public relations program has been drafted-six states have expressed interest in pilot

Education(Preston) – MBDA has committed 30K/year for 2 years. Focus on getting education into retail
Also 25K for scholarships to send dealers to Bicycle Summit
Bike Ed program requires revamping
New levels of certification are needed
We need to train non-cyclists to put on bike rodeos
Road 1 has new illustrations
Curriculum needs to be put in teacher-friendly form
Goal by 2013 of having all education programs self sufficient
Need new, copyrighted names for Road 1 and Road 2
Look for a corporate sponsor for Bike Ed Conference

Advocacy(Andy) – Andy directed board to Tab 9 of board book
Tim suggested we need a program at the federal level which prioritizes initiatives

League Awards(Andy) – Andy passed out list of current and past recipients
Richard DeBernardis is the recipient of the 2007 PDW Overall Contribution Award
Regina Garcia is the Education Award recipient
Awards will be part of regular business and made at the Bike Summit
Amanda suggested approval of awards when we approve the budget

Archive (John) – John presented a detailed, written report in the board book. LAB office equipment can be used to create digital copies of documents

Legal Defense(Andy) – committee established, but not yet active
A spirited discussion was held regarding optimal role and strategies.

Consensus was that monitoring of legislation and other proactive measures is more effective and better use of resources than direct involvement into specific legal cases

Andy asked for permission from the board to continue looking into strategies

The meeting was adjourned at 3:40 PM

Respectfully submitted,
Harry Brull