

League of American Bicyclists – Board Conference Call Minutes
December 19, 2005

Lisa, Gary, Amanda, Preston, Don, Mike G., John Allen, Harry Brull, Paul, Martha joined at 12:08

Andy, Marthea

Agenda:

- President's overview (changes to committees - i.e. personnel, update on Excomm) 10 minutes
- Approval of September Board Meeting minutes - 5 minutes
- Andy's update (ED Report, Status of Org) - 15 minutes
- Approve the budget (w/an overview from Paul on finances) - 25 minutes including discussion
- Determine and vote on Annual Meeting date/location (Mike G./Andy) - 15 minutes including discussion
- Timeline for Elections from the Nominating committee (Martha) - 10 minutes
- Committee updates (5 minutes each? Education, Development, Advocacy, Personnel) - 20 minutes
- Update on regional outreach efforts and Rolling Road I (John Allen)- 15 minutes
- Other items for discussion or agenda items for March meeting.
- Adjourn

(Mike) Calls the meeting to order at 12:03 pm Pacific time. Short (15 minute) EXCOM meeting prior to board call. Good news regarding budget for this year. Working hard to reduce debt. In Amanda will take a turn heading the Personnel Committee. No other changes. Thanks the board and staff for all hard work.

(Preston) Preston moves that board approve Amanda become the chairperson of the Personnel Committee.

(Harry) Seconds.

Vote approved unanimously. Amanda commented that Harry will be working with her on this committee.

Marthea sent out September minutes via email, they will be approved later in the meeting.

Andy's report:

Off site meeting for branding issue. A striking issue that came out in that staff is more proud of work that LAB is doing even with more challenging financial situation. Need to celebrate and recognize work. Staff wants higher involvement in programs and with members. Put together top ten reasons to be cheerful this season. Elizabeth will send out the top ten later today (available on web site)

(Preston) Top ten reasons is a good way to do this.

(John Allen) November report, troubling that membership has declined substantially since last year.

(Andy) Sent out prior a table of all membership growth. Did not mail as many direct mail acquisition pieces as previous 18 months. (John) Publicity is at heart of this issue. Members have expressed in survey things that we should do that would attract more people to the organization.

(Andy) Million member campaign. Will be visiting Bicycling Magazine in the new year..

(Mike) Bicycle Industry wants to help us build our membership.

(Andy) Staff retreat got deep into the values of organization. What we do better than everyone else, what we should do. Reflected on strategic plan. List of LAB values we commonly share (inclusiveness, effectiveness, value respect, provide quality, committed to service, leadership, pride). (board will get this documentation soon).

(Paul)Overview on budget:

A few little things that he would have liked to have gone over with Andy due to computer problems (Paul's). Overall budget is respectable. Poses some challenges to staff especially in membership area. Looking for contribution of \$45K. Positive. Budget as a whole is both reasonable and challenging. If we achieve it we will be better of than in 03/04. One thing to point out which is not evident in numbers, but is in Andy's narrative. Adding back the replacement for Mele's position (Government Relations position). This has been tied to grant request from Shimano. Will hire this person even without the grant that it is tied to.

Comment [JSA1]: Is this supposed to be "looking for surplus of \$45K"?

(Andy) Reason for that is that still waiting to find out if Shimano grant will come through. With Summit coming up, it is crucial to bring this person on board before the Summit. Are contemplating this gamble and risk.

(Paul) wants the board to understand that this is a risk (financially) it is also a political risk. One of the complaints of the folks who don't think that we are doing a good job is that we are doing government relations work. Paul's concern is financial risk, not political.

(Andy) Both comments are true and in defense or response, one reason that this is important is that Bill is the only staff person working advocacy/education and there should be one staff person for each program. Education program came out in staff retreat as a key focus and signature program. We want full-time position working on this. Advocacy/BFC program should have (per funder) to have a full-time employee associated with it.

More discussion on this topic.

(Mike G.) One comment. Merchandise idea. Not exactly sure what we have in mind. Tried by lots of organization that have lost money and spent a lot of time. Potential drain on staff. Also, in terms of advocacy expense \$110 for summit, but appears that a lot of the things that were in other categories earlier are now under Summit. While this looks like an alarming jump, I like the fact that we are getting closer to finding out what the Summit really costs.

Comment [JSA2]: \$110K?

(Andy) We are moving towards this in the budget and there will be more detailed budget breakdown that staff is developing for each big items. Merchandise item...

(Marthea) This is driven by Elizabeth Preston, she has never done another store that has not made money. New web site launches in January and there will be a store. Book, DVD, Bike-Ed program and jersey. This will start in January. Mike Mackin is also working with the fulfillment house that handles thank-you notes etc. to take over fulfillment of the store.

(Mike) Likes the idea of folks using our gear, glad that Elizabeth has experience with this. Not a big risk.

(Andy) Pestworld or bugstore (worked with exterminator association) is where you could check to see Elizabeth's prior work.

(Mike) Postage is included in acquisition?

(Andy) slightly higher loss since this is built in.

(Mike) What I like is that we are getting closer to showing expenses so that we can measure the effectiveness of programs more easily. If we are going to grow our membership it will cost us some money.

(Paul) Moves to approve budget

(Amanda) Second

Vote passes unanimously

(Andy) Thanks to those who gave comments on budget and narrative and what the budget will achieve. Mele was in office this afternoon and sends her regards to all.

(Mike) Thanks to Andy for narrative.

(John) Moves that we approve the minutes

(Lisa) Second

Approved, Amanda abstains

(Andy) Annual Meeting. Two things. Annual Rally and Annual Meeting required by Bylaws. Do these two separate events have to be one and the same or could the annual meeting of the membership be held at another event such as the Bike Summit where over the last two years there have been more members present?

Annual meeting? Should it be at summit or some other event? Our recommendation is to not do this in 2006 at another event. Too short notice and could be construed as an attempt to not fulfill our Bylaws requirements. Would not serve us well to move this meeting to another venue. May be different in 2007 and beyond. In 2006 we should hold the annual meeting at the Rally and second question...where should the rally be in 2006?

Either Bike Virginia event or at Cycle Across Maryland in July 2006. In 2007 in Region 5, in November at El Tour de Tucson. In 2006 mid-Atlantic would be a good place to have the rally. Has not been on East Coast since Florida. Virginia and Maryland are both excited to work with us. Virginia is a week-long event more similar to Cycle Oregon. Could establish a good profile at this event, and close to Washington DC so staff could attend. The Maryland event is in July and less established event and LAB could possibly bring more attendees to the event. Ellen Jones recommends going with Bike Virginia since it is better established event with more experience behind it. We could still work with Maryland event, but the Rally would be Virginia.

In 2007 the El Tour de Tucson will be 20th Anniversary. A 10K person ride. With lead time with our involvement we should be able to include the main century event as well as other ride options. Tucson is striving to be a gold-level BFC.

Recommendation is to go with Bike Virginia in 06 and to work with Tour de Tucson in 2007.

(Harry) Dates for Virginia?

(Andy) Last week of June. June 23 – 28.

(John) Prefers the Virginia ride end of June because the Erie Canal ride is in mid-July and would conflict.

(Andy) Will go with Virginia and Tucson.

(Preston) Moves to work ahead with Virginia and Tucson.

(Paul) Second

(Mike) Discussion?

Vote approved unanimously.

(Martha) NomCom met and seats that are up are Paul, Amanda, John and Michael A.

(John A.) Asking about how petition signatures and ballots would be counted. Last year we did not hire an outside firm, what will we do?

((Paul) will get outside judging firm information that he has on file to Martha. Last year we could not afford to do this. Last year's method worked quite well, counting was by Directors. No expenses. Electronic voting could bring up participation, but it will come at an expense.

(Martha) talked to one company and they were too expensive. Harry gave the name of another firm.

(Harry) Offered to do the follow-up and get the costs.

(Martha) would like to include electronic voting. Will include the magazine but would like to include electronic voting as well.

(John) Vote counting firm, we need to know what the company requirements would be prior to our own deadlines. Good to check with LAB's attorney for corporate vote counting and e-mail voting.

(Martha) will follow up on that.

(Harry) will include any issues in his report.

(Andy) Bylaws are open in this respect and don't tie us to one type of ballot. Also, all this is going by Elizabeth for the magazine. Response rate to member survey skyrocketed with an email response.

(Martha) Timeline. New magazine early January. Call for nominees. Information in e-newsletter and web site. January 25 interest required. By Feb. 1 report to full board. 1 month for petitions. Submit statements and be ready to go by board meeting in March. But if anyone petitions we would need more time to verify petition signatures.

(Paul) Technicality on the Bylaws, only 28days in Feb.

(Andy) Board meeting may not need to be in June, could be at another event or activity.

(Martha) Ideally the candidates elected would be starting at Annual Meeting. Hopefully this will go smoothly.

(Martha) Approve timeline now?

(Harry) Let's approve it now and let candidates now about annual meeting.

(Preston) Moves to Approve timeline with following changes. Feb 1 to Jan 30, May 15 to May 5 and June 1 to May 19.

(Lisa) Second

Discussion?

Passes unanimously.

(Mike) All committee chairs please send out updates via email.

(Mike) Other items for discussion? Agenda items for March?

(John) Rolling Road I item will go with Edcom update.

(Amanda) Move to adjourn

(Lisa) second

Adjournment approved unanimously.