

LAB Board of Directors Meeting
Saturday, March 17, 2007
Washington, D.C.

Board Member Attendance: Amanda Eichstaedt, Don Sparks, Paul Wessel, Ellen Jones, Preston Tyree, John Allen, Gary Brustin, Jim Sheehan, Mike Nix, Tim Young

Member Attendance: Richard Moer (Arizona), Dan Carrigan, Jonathan Morrison.

Amanda opened the meeting with introductions and invited the members in attendance to make comments to the board. Dan Carrigan commented on the need for a more concise education program for bicyclists. The League's Road One course is too involved for most casual riders.

Preston stated that at the Austin Education Conference the League will roll out the next iteration of the education program that will be more standardized than it currently is.

Nominating Committee Established

Amanda stated that we need a nominating committee chair. Harry volunteered to chair the committee. Mike Nix agreed to be on the nominating committee. Paul noted that there are 4 members up for re-election in 2008. The goal of the nominating committee should be to have at least two candidates for each seat.

Amanda called for an at-large member to join the Executive Committee. Don nominated Gary and Harry seconded the motion. Hearing no other nominations, Don was elected by acclamation.

Strategic Planning

Amanda began the strategic planning session which she co-presented with Don. Board members and League members were divided into four working groups. Two groups were charged with developing worst and two were asked to develop best case scenarios for the League.

Worse Case Scenario – Jim Sheehan presented for his group. The organization would move out of downtown DC to conserve dollars. There would be less program work, but the membership would be maintained. Remain relevant to members and club memberships. Maximize income with minimum expense (bike club insurance promotion). Look to Board for more sharing of the workload. Combine Bike Ed Conference with the Summit. Reduce unfunded activities. No staff would be let go.

Best Case Scenario – Preston Tyree. The membership would be huge and diverse. Every bike sold in the US would come with an LAB membership. With a larger membership we

would be able to launch new financial enterprises such as bicyclist insurance, national bike registry. Other League business ventures would include corporate wellness programs and selling carbon credits generated by our members' bike trips. In five years at least one state would have integrated traffic safety education in grades 1-6. In five years the League would be recognized as the lead advocates for a well defined national bicycle agenda.

Worse Case Scenario – Gary Brustin. Focus on 3 areas – Fundraising, Education, and Advocacy. Executive Director would be spending 4 hours a day asking for money – dialing for dollars working closely with Mark, the League's Development Director. Advocacy should be a collaborative effort with the Bikes Belong lobbyist. Work in conjunction with them. Education work should be strategic and less delivery of service. Excellent communications would be imperative. Cut tasks not staff. Increase income.

Best Case Scenario – Tim Young. Triple income in 5 years by having a development plan beginning in the first year. Financial supporters would include foundations, industry, membership, and major donors. Programs will be share the road, BFC, education, and summit. The programs would have a tight focused and a refined message. Advocacy would focus on national issues that leverage the League's strengths. The League would have refined its partnerships from other bicycle advocacy groups such as Thunderhead and IMBA. National Parks advocacy would be strong and Federal agencies would provide stronger bicycle resources. The membership would be better managed through an improved database system. There would be 100,000 members. A state representative program would be in place. There would be good outreach to younger cyclists. Create MOUs with partnership advocacy organizations. Improve the League's database and manage it more strategically. 100,000 members. Expand staff by 5FTEs.

Fundraising

Paul reviewed the 2006 financials. He noted that our failure to get 3 large grants accounted for more than the \$136,000 deficit for the year. Staff reduced expenses significantly. Staff has done a good job on cost containment historically. In the last three years combined, the staff has spent \$1million dollars less than budgeted.

Tim asked about the sources of the unsuccessful grant applications. Andy indicated that they were a combination of industry and foundation grant sources.

Don raised the issue of Board giving falling short of budget. Paul and Marthea pointed out that some of the Board giving came after the end of the fiscal year and some wound up in the Life Member income. All told the Board contributed about \$18K as opposed to the budgeted amount of \$20K.

The February statement doesn't contain a great deal of the financial detail generated by the Summit. While they aren't definitive, Paul didn't see any real cause for alarm. The negative revenue variances in the statement are due to the straight lining of some fundraising, such as major donors, which don't occur so systematically.

Amanda noted that there are some revenue sources that have relatively high numbers and asked for Andy's quick updates on them: Major donors, board giving, silent auction, bike month grant.

Andy said that the silent auction happens at Interbike. Amanda expressed concern that it is supposed to happen in September and there hasn't been any effort or planning put into it at this point in time. Andy responded that Mike Greehan wants to stay involved in fundraising and using him on the silent auction is a good match.

Andy stated that the bike month grant application to Pacific was rejected and he continues to look for a funder.

No discussion of the major donor program took place due to the fact that the LAB development staff person has not yet come on board.

Tuesday, June 19th we'll have a board telephone call. At that time a revised budget will be discussed to reflect financial performance at that point in time.

Executive Directors Report

Andy spoke about the dedication and passion of the staff to address the funding issue for the organization.

The League's national advocacy leadership over the past year has included: Safe Routes to School, Bicycle Safety Network, Federal lands alternative transportation project selection, America Bikes.

Membership dues were raised without any backlash. Club memberships are up to 600 clubs.

The Bicycle Friendly Communities program has give 63 communities a designation out of the 153 applications.

The LCI program is going to certify the 1,000th instructor shortly. Improvements in program materials are planned.

There was a small launch of the legal network on the website. The League has joined in a lawsuit in Florida. The League has also joined the Atlanta bike organization to help defeat some bad bike laws there.

The member survey has been used by the staff to identify areas of improvement. The decision to increase the number of magazine issues from 4 to 6 is an example of a membership survey finding.

Andy asked the board to create a state representative position for the organization. He also proposed to create a corporate membership Andy is also asking for feed back on the annual meeting.

Approval of the Minutes

John Allen made a motion and Mike Nix seconded the approval of minutes from July, August, and December 2006. The motion passed unanimously.

Annual Meeting Feedback

There were 100 attendees. John Allen said that some people have complained to him about moving the meeting to the Summit. Harry mentioned the Club of the Year question that came up during the meeting and the need to tighten up that process. Tim proposed webcasting the conference. Andy picked up on that idea and mentioned corporate sponsorship of the webcasting. Jim suggested that the Bike Ed Conference could host the annual meeting as well. Andy said that there's no reason we can't have more member meetings in the course of the year.

Executive Session

The Executive Director's performance review was discussed during the session.

Program Questions

Jim asked about the MDBA grant application for bicycle safety education in shops. Mike Nix stated that the MDBA has extended the application deadline. Andy reported that the League's application has been revised and re-submitted and is still pending.

Committee Structure

Education Committee meets quarterly. Amanda recommended to the Board that Mike Nix be added to the Education Committee.

Advocacy Committee . Amanda recommended to the Board that Tim Young be added to the Advocacy Committee. She also recommended that the League's Share the Road volunteers be made part of the Advocacy Committee. Tim raised the issue of National Parks and asked for the rest of the Board's input on whether this was a desirable direction for the League's advocacy. Ellen also asked staff for their input. There was a consensus that this was an appropriate advocacy area.

Development Committee. Harry Bruel chairs this committee and will hold bi-monthly meetings.

Communications/Membership Committee. Amanda recommended that Jim Sheehan chair this committee and that Gail Spann be added to the Committee. John commended Elizabeth's work with the print communications and asked if more attention could be paid to website relevancy. The state and club representative issues will be studied by this committee and they will report out to the Board. The club and shop of the year are also under the purview of this committee.

Life Trust

The number of life memberships had a healthy increase with resumption of life membership promotion. The Trust's investments performed well in 2006. As a result the Board of the Trust agreed to give the League the maximum donation of 10% of trust's funds.

Tim asked that Mark give the Board a briefing on how to tap into member's estate planning, life memberships, and memberships in general.

AASHTO Update

Richard Moer reported on the work that is going forward on bicycle signage in the Manual on Uniform Traffic Control Devices (MUTCD). He also reported on the numbered U.S. bicycle route system initiative. Richard represents the League in these efforts.

League Library

John Allen reported on a collection of League materials that are currently housed in a member's basement in Pennsylvania. Amanda asked John to put together an action plan, budget and get back to the board.

Paul moved that the meeting be adjourned. Ellen seconded the motion. The motion passed unanimously.