

LAB Board Meeting Minutes 2-6-07

Attendees: Amanda, Don, Martha, John, Jim, Ellen, Paul, Harry, Gary

Martha reported that the Nominating Committee has prepared a slate of candidates for Board appointed positions that includes the following individuals:

Gary Brestin (incumbent)
Lisa Falvey (incumbent)
Mike Nix
Tim Young

Amanda also reported on conversations she's had with other interested members who are not quite ready for Board service, but would be interested in serving on a committee. A general discussion ensued about developing a list of potential committee and board members going forward.

Amanda spoke in support of the nominations made by the Nominating Committee for the Board appointed positions.

Don moved that we elect the slate of nominees offered by the nominating committee.

Harry seconded the motion.

The vote passed unanimously with Gary Brustin abstaining from the vote.

Meeting adjourned.

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.

**League of American Bicyclists Board Meeting
Tuesday, June 19, 2007**

Attendees: Mike Nix, Amanda Eichstadt, Ellen Jones, John Allen , Don Sparks, Harry Bruell, Tim Young, Jim Sheehan, Andy Clarke, Paul Wessel, Tim Young, Preston Tyree

Minutes from March Meeting

A motion to approve minutes was made by Mike Nix. Don Sparks, seconded the motion. Approved unanimously.

Financials

Audit. Paul reported that the 2006 audit is about wrapped up. There is a difference in the audit numbers with what the Board saw at their March meeting. The Board saw unaudited reports in March that showed a \$135,000 deficit. The audited statement shows a \$67,000 deficit. There are two components here:

1. Subsequent to the Board report, the staff discovered about \$15,000 more in expenses in wrapping up the year.
2. The auditors decided that multi-year grants would be realized in 2006. This is not in keeping with the manner in which LAB's internal financial reports are stated. Paul does not recommend that the League adopt this approach for internal financial reports because it distorts the actual financial situation of the organization.

Financial Report. Paul stated that the reports are not good. We're a little bit behind. With the debt that the League has we don't have a lot of room for error. If we don't make the 2007 budget by an amount as large as the 2006 shortfall it will be disastrous.

Executive Director's Report

Grant Award. Andy announced the award of grant funds that provides \$40,000 for safe route to schools and \$10,000 BFC program this fiscal year. The safe routes money will allow League staff to complete the publication of curriculum materials that can then be marketed by the League. The BFC money will go towards the development of bicycle friendly rural community model. Don asked if additional staff would be required to do this grant. Andy replied that this money covers existing staff and adds no unbudgeted expenses.

Bike Ed Conference. The Bike Ed Conference attracted 135 paid participants. The goal had been 200 participants. Sponsorships were not realized.

Mike Nix reported that the conference was excellent and that participants were very impressed. John Allen sent notes around to the Board of his positive impressions from the Conference.

Andy said that in the run-up to the Conference he had been discouraged by the apparent lack of participation. Once it started, the quality of the content of the sessions turned his attitude around about the future of this event.

100% Club. Santa Rosa Club came through with a \$2500 contribution of \$1 per rider in an event they sponsor each year.

Committees

Amanda established that Mike Nix is going to chair the Nominating Committee. Paul and Amanda are going to work with Mike to make this work in a timely way. Harry, Ellen, Preston, and Don are all up for election. All have agreed to put their names up for the election.

Organizational Restructuring

Andy described the discussions that he and Amanda have been having about his strengths and the organizational needs of the League. The League has embarked on building its development and membership capacity this year with new hires in these two areas. There is much work to be done in these areas.

Andy's strengths lie in the policy and program areas. Restructuring the League in a way that allows it to take advantage of Andy's skills while continuing to build its membership and financial portfolio is the challenge the organization faces.

Amanda has enlisted the help of folks from the Chicagoland Bike Federation that has gone through an organizational restructuring process recently. Don Sparks, Ellen Jones, and the Executive Director of the San Francisco Bicycle Coalition will also participate in this effort.

National Rally and Board Meeting

El Tour de Tuscon in November will be the League Rally. The Board meeting will be Sunday, November 18.

Motion to adjourn was made by Don Sparks. Preston Tyree seconded the motion. It passed unanimously.

LAB Board Meeting Notes: 9-17-07

Minutes prepared by Amanda Eichstaedt

Attendees:

Amanda Eichstaedt
Gary Brustin
Harry Brull
John Allen
Mike Nix
Paul Wessel
Don Sparks
Tim Young
Andy Clarke

Formatted: German (Germany)

Absent:

Ellen Jones
Lisa Falvy
Preston Tyree
Jim Sheehan

Agenda: Meeting adjourned at 12:03 pm

1. Approval of LAB Reorganization (please see attachment)
2. Approval of Amendments to bylaws (please see attachment)
3. Approval of a corporate membership category
4. ED Update

Item 1. Don moved that the board approve the changing of the names of LAB staff positions to President and Vice President and the names of Board Director Positions to Chair and Vice Chair. The change is contingent on corporate counsel review by attorneys in Chicago and will be put into effect at a date that is determined by the Executive Committee.

If there are changes made by corporate counsel, the item will return to the board for more discussion.

Don made the motion, Harry Seconded and it passed unanimously.

Item 2. A discussion on the proposed bylaws changes ensued. The September Bylaws Document (attached) was moved to be approved by Don Sparks, with a second by Mike Nix with the following changes from the September 7 document:

The Treasurer shall provide oversight for: accounting of the funds and securities of the Corporation; keeping an account of all monies received and expended; preparing an annual budget; and shall perform all duties incident to the office of Treasurer and such other duties as may be assigned by the Board Chair or by the Board of Directors.

Also one change to the membership category that was not in the September 7 document:

- A. *Regular membership shall consist of an individual or family. A family shall consist of two or more people living at the same address who are related by blood, marriage, civil union, adoption or foster care.*

Foster care was added to include foster children in a family.

This motion passed unanimously.

Item 3. The concept of adding a corporate membership category and fee structure was discussed. Staff has been working on this. There was general support for this and staff will circulate a matrix of membership levels and fees to the Directors.

Item 4. ED Report. Andy reported on the BFC/Trek program. There was a discussion regarding Tucson. Andy will send out a memo to board members seeking their travel information and giving more details on the event, lodging and registration.

Don thanked Andy for his work and successes and urged all of us to stay positive and work towards what is best for LAB as we move through the restructuring.

Meeting was adjourned at 12:48 pm

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