

## **League Annual Board of Directors Meeting Minutes, October 21, 2023**

**In Person, Washington D. C**

**9 AM-3:30 PM**

**Board members in attendance:** Mike Sewell, Torrance Strong, Ken Podziba, Danielle Arigoni, Jimmy Hallyburton, Triny Willerton, Lori Richman, Anna Zivarts, Vivian Ortiz, Jim Baross, Karin Weisburg, Ed Fendley

**Board attending via TEAMS call:** Kecia L. McCullough, Ralph Monti

**Board members Absent:** Cadesha Prawl, Melissa Lee

**Staff in attendance:** Bill Nesper, Lauren Jenkins, Allison Dewey, Caron Whitaker, Amelia Neptune, Kevin Dekkinga, Lorna Green, Ken McLeod

### **Ken called the meeting to order at 9:00 AM**

Ken gave appreciation and Thanks to Ralph for stepping to manage and oversee the 2023 election process, and to Bill for all of his oversight with the board

Ken introduced Danielle as new Board of Directors Chair.

Danielle gave her thanks to Ken for his support and to Bill for his continued service. Danielle says she is looking to help the Board to continue its effectiveness and invited Board members to introduce themselves, share what brought them to the League, and why they continue to participate, in addition to sharing one thing about self that is not on LinkedIn.

Each Board member then introduced themselves, responding to the prompts.

**Executive Director's Review (Bill)** New membership was softer in the earlier part of the year and now consistent with previous year. Still, Bill reports the need for growth. . There was an increase in donations, as people appear to be moving away from membership model. The email service used by the League had some issues resulting in membership information not getting out to members. Kevin reports the issue has been addressed and is hopeful for improvement by the end of the year. The League is still struggling to identify a 'flagship' gift to incentivize membership. Looking to bring back annual auto-membership renewals.

League did not meet stretch goals for fundraising, although major fundraising campaign mid-year proved beneficial. Looking forward to Giving Tuesday to make up for low numbers. Suggestions: Co-marketing by Board members better able to bring awareness to the League by reaching into reaching out to individual networks to promote the League. Interest was expressed by Board members to have 'backpocket' materials ready to share with contacts to help drive awareness and membership when they meet new possible members/donors. Also

there were suggestions to develop a gift policy to evaluate whether/how major gifts from industry would be evaluated, and consider how to generate more support from healthcare organizations.

Merchandise proving to bring in more in sales. The League's strongest sales has been within the last 3 years. Sponsorship and grants doing very well. Trips for Kids has already proven to be a good source of revenue for the League.

Summit did well. We are ahead of expectations. Registration for in-person and virtual did not hit intended mark, although the Summit made money.

LCI seminar numbers are slightly off. Received funding for scholarships. There was a website glitch with LCI renewals not being auto checked. The new website hopefully will alleviate previous problems.

Total income is the best it has been in the last 5 years. Expenses have been kept low despite raises for staff. Looking for more financial diversity. At this point 40% finances come from sponsorship's 30% membership 30% and 30 % sales. Suggestion: display income over time as a pie chart for Board members to show relative proportions.

### **Program highlights (Bill and staff)**

**Federal Advocacy-** Making inroads on Capitol Hill. Revitalized Amtrak bike task force which League co-chaired.

**Policy & Research-** Launched *Slow Roads Save Lives* Campaign. Tracking and providing insight into data and trends to support advocacy and better technical assistance.

**Smart Cycling-** Developed E-Bike course in partnership with People for Bikes and Bicycle Colorado. Developed a soon to be released Youth Learn to Ride course

**Bicycle Friendly America-**Developed a new resources i.e. Audit tool kit with AARP. Grew the amount of direct technical assistance and Bike Friendly Community workshops nationwide due to increased staff capacity made possible through CDC and GM funding. Grew our role as a grantor of local projects. League awarded 18 Community Spark grants.

**Communication and Membership-** Launch of new website and added new membership benefits. Committed to doing more videos. Staff will create a Google Drive folder for Board members to contribute videos to.

**Organizational strength-** Rated four stars by charity navigator up from 2 stars. Acquisition of Trips for Kids programming .

### **2022-2025 Strategic Plan Update (Bill)**

Bill provided an overview and update of the five goals and multiple objectives of the strategic plan (see separate document for detail).

## **Break for Lunch and Discussion**

### **Afternoon Session (Danielle)**

Board member agreement was distributed to all Board members for signature, along with COI and privacy documents. Danielle will email paperwork to those not physically present to sign. Completed paperwork should be returned to Lorna.

Board Meeting minutes from July 22, 2023 approved by all Board members.

### **Discussion of League's Committee Structure** Updates from current committees were provided:

Governance – Ralph reported that six candidates will be rolling off Board next year and suggested written qualifications from future perspective Board members. Good idea to do a gap analysis so that League can target particular people from various sectors, i.e., business, healthcare, legal, finances field. Looking for innovative ways to attract and seek targeted future Board members.

No other existing committees provided updates.

Discussion began on how the Board can increase its effectiveness in supporting Bill through committees.

Bill reminded Board members and staff that communications should flow from Board members to the Board Chair to Executive Director and then to the League's staff.

Danielle urged the Board to consider what committees would be most useful (based on morning conversation), and to not be limited to or beholden to the existing ones. Okay to recraft them and decide if in fact the Board wants to keep current committees or eliminate. Board held discussion around which committees should remain and what new issues should be tackled.

- Ken initiated discussion around identifying League's staff needs, defining committees and roles, and developing a communication model between staff and the board.
- Ken suggested that program support for LAB staff committee be done on an ad hoc basis, rather than through a Programs Committee. committee Pros and cons were reviewed.
- Torrance suggested finding ways to establish rapport and relationships with potential future sponsors.
- Mike suggested developing a more strategic model of incorporating increased donors and supporters.

- Jim suggested developing program-focused working groups and/or ad hoc committees directed and led by the staff.
- Lori suggested staff independent of the Board should decide what they need.

Jimmy suggested that EDI should remain a full committee (rather than subcommittee to Governance) to mirror strategic plan and that new charter was needed (current one is outdated)

**Motion was approved:** Board voted to proceed with four standing committees: Executive Review, Executive Committee, Finance, and Governance.

Discussion continued on remaining committees.

- Ralph suggested every Board member assume responsibility for fundraising for the League not solely the fundraising committee.
- Danielle asked Board for clarification on whether EDI committee should be stand alone and/or a subset of Governance committee
- Fundraising committee would be re-imagined as a smaller subset of people to effectively to set the direction (in tandem with Bill) and make recommendations to the Board.

**Motion was approved to move ahead with three additional committees**

- EDI (existing) will remain as a standalone committee and needs to revise/update its charter.
- Fundraising (existing) will remain as a standalone committee and needs to revise/update its charter.
- Strategic Partnerships (new) will be created and a new charter should be established to identify strategies and direction (in tandem with Bill) and make recommendations to the Board

**Motion was approved to implement ad-hoc working group for program support on as-needed basis at staff request.** Programs committee will end, and this ad hoc working group approach will be utilized instead on pilot basis.

Board members were asked to volunteer for one or more committees (additional names will be added post-meeting for those not present). Chairs will be named by Board Chair and all Committees should plan to take action before next Board meeting in December.

Volunteers for committees (among those present):

Executive committee: Danielle, Kecia, Torrance, Ken

Executive review committee, ad hoc: Torrance, Jimmy, Ken

Finance committee: Torrance, Karin, Jimmy, Jim

Governance committee: Lori, Ken, Ed, Mike

Equity committee: Kecia, Ralph, Jimmy, Triny, Fundraising committee: Vivian, Danielle, Triny

Strategic Partnerships committee: Triny, Vivian, Mike, Danielle

**December Board Meeting** (Bill) reported as Dec 15, 2023; ZOOM 2-3 PM (EST)

Danielle suggested early readouts from committees and their updated charters.

**Future Direction Discussion: what is coming on the horizon and how should LAB be preparing for that future?**

- Safety of batteries and classification of the E-bikes. Interact with commission on research.
- Education on how to tap into Department of Transportation dollars.
- Changing demographics; age and diversity. People are looking for experiences. Improve membership benefits.
- Tap into untapped folks who want to help and be a part of the league but do not necessarily know how to get involved; increase membership involvement.
- Find ways to highlight new members.
- What would the League do if money was not an issue. How would it grow in size, increasing from 14 to possibly 50 staff members. Find ways to continue to invest in staff.
- Look at clubs as allies not competition; establish true partnerships.
- How to change bike groups to feel more apart of the League; more inclusive.
- Board members possibly attending bike conferences and bike gatherings outside of the League's annual National Bike Summit.

Danielle adjourned the meeting at 3:33 PM

**Respectfully submitted by Board Secretary Kecia L. McCullough**