

Bay Area Bicycle Coalition
Draft Minutes of Board of Directors Meeting/Retreat – September 6, 2005

Present: Carol Levine, Cole Portocarrero, Greg McPheeters, Carolyn Helmke, Deb Hubsmith, JB Davis, Mark Birnbaum, David Burch, Robert Raburn, Andy Thornley

Update on BTWD 2006

Cole has been working with MTC to finalize the contract for next year. They are looking to amend last year's contract to extend it for 2006. Discussion about how to handle the web page and negotiate the contract. Cole will pursue reorganizing the contract to include a more advisor role for Deb, a part-time assistant and production of web page within MTC's parameters.

Fundraising strategy

Cole, Carolyn, Mark and Deb prepared a fundraising strategy for the 2005-06 fiscal year. Many categories were developed for sources of money including Club donations, BTWD sponsorships, foundation grants, corporate grants, virtual letter writing. We would like to see the amount received from these categories for last year. Funding sources need to be prioritized. Robert has concern that BABC may be draining sources of funding that otherwise would go to local coalitions. We always need to be conscious of efforts to grow the advocacy pot in general.

Priorities for fundraising:

- Corporate approach – we need to look at potential corporations and decide which should be contacted for BTWD, BIAD or issues funding.
- Club donations – we need to work with the local coalitions.
- Foundations grants – not really considered to be that successful.

Action Item: Fundraising committee will go back and finalize the plan.

BIAD

Concern over cost in Cole's time and BABC funds for limited return. As a fund raiser, is this a good investment? We are considering holding this event again next year but will need to get more input from Cole and Mark on how we can increase exposure while reducing expenses. We will make a decision by October 15, 2005

Issues

We have many issues but need to decide on what is our focus. Our hope is that with the earlier start of planning for BTWD and BIAD will help distribute Cole's time to allow for advocacy work throughout the year. What are our major issues?

- Bridge access (Richmond and Bay Bridge are hot topics)
- Process for DD-64
- State legislation

Next Meeting

November 1, 2005 at SFBC offices at 6:30 (995 Market Street, Suite 1550). The conference room telephone is 415-431-2453 ext 311, if needed. January's meeting will be back at Wilbur Smith Associates.