

BABC Board of Directors Meeting – March 1, 2005

**Attendees:** Mark Birnbaum, Dave Burch, Christine Culver, Josh Hart, Carolyn Helmke, Carol Levine, Greg McPheeters, Cole Portocarrero, Robert Raburn, Yehuda Sherman.

**Guests:** Justin Fanslau and Allison Kirk

**Meeting called to order at 7:12**

Minutes approved

Financial statement presented

**Discussion Items**

**Update on BTWD** – Cole presented the update. Implementation is going full swing. 2 TAC meetings of 9 county teams have been held. Each county team has a captain who reports directly to Cole. The county teams are busy planning their county kick-off meetings to build support and get sponsors for BTWD. MTC & BABC is partnering with RIDES to do an employer email to get companies involved in the event. BABC has launched a new program, “Recruit a co-worker” campaign for special prize drawing. All forms and information will be posted on 511 website by next week. Summary of media efforts: Radio Station 97.3 to broadcast from BTWD events. BABC is trying to form partnership called ‘Bike Town’ with Shimano, LAB, Bicycling Magazine and Rodale Press and hopefully BART. This partnership will sponsor essay contest with winners receiving bikes. Other award programs for BTWD will include bike commuter of the year, Outstanding workplace of the year. Looking for regional spokesperson for BTWD. BOD selected Cole and backup of Deb. Great job Cole!

**Action item:** Cole will look into the possibility of getting muzette bags printed with county-specific logos as requested by several county teams.

**Update of BABC website and BABC logo** – Cole presented a proposal to spruce up the BABC website, hoping to get a new look in time for BTWD 2005 and the Double Century for +/- \$2000. The Board decided to hold off on redesigning the logo for the time being.

**Action item:** Cole will work with local coalitions to look for volunteers for website redesign.

**Proposal for IT support person for Cole** – Cole recently had technical difficulties with the BABC computer and would like approval to hire someone on retainer or as-needed for future problems. Decision to hold off on spending the money until needed. Cole given authority to use a consultant, if a volunteer is not forthcoming.

**Action item:** Cole will ask for MCBC to advertise for volunteer.

**Presentation from Justin Fanslau, new CBC lobbyist**

- **Update on Bicycle Transportation Account** – Report on SB 523 – BTA is scheduled to decrease from \$7.2 m to \$5 m next year. CBC has found Senator Torlakson to sponsor SB523 which will maintain the current level of \$7.2million. CBC is looking for support from the local bike coalitions, as well as letters of support from our membership base. Letters from the Bay Area will be especially needed to Senators Torlakson and Migden. We will wait for

direction on sending our support letters. Justin will be in touch. Efforts in support of SB523 include coordination of Torlaksen's physical activity month in May with BTWD. April 28 En-Act 2005 Nutrition Activity Day is kickoff for physical activity month.

- Other legislation being watched includes:
  - AB56-Allowing Bicycle traffic signals (existing authority for bike traffic signals is due to sunset unless AB 56 is approved).
  - AB1103 – Bicycle recycling-statewide program for bicycle recycling paid for tax (\$7) on each bike sold
  - CBC has issued formal letter to GGBTD against toll for bikes and peds on the bridge.
  - Prop 42 - Constitutional Amendment passed in 2002 dedicated source of revenue from hwy funds to transit – want amendment so money can't be diverted to General Funds in time of state budget shortfalls (as has happened each year since Prop 42 was approved).

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**Election of at-large board members** – The following at-large members were nominated and elected for the follow terms of office: Carolyn Helmke (1 year), Dave Burch (2 year), Mark Birnbaum (2 year) and Carol Levine (1 year). Carolyn and Carol will serve until January 2006 Board meeting; Mark and Dave will serve until Jan. 2007 Board meeting.

**Replacement for Josh for California Bicycle Advisory Committee** – Josh has resigned from representing CBAC for BABC.

**Action item:** Dave will ask Deb if she is interested. Next CBAC meeting is in April

**Personnel Committee-** Lou has prepared a draft Personnel Handbook and is asking for comments/assistance from Dave and Mark (the other two members of the Committee). Cole will assist in editing the draft.

**West Span of the Bay Bridge** - Stuart Cohen of TALC and Josh will meet with Torlakson and Perata's aide this week to discuss West Span of Bay Bridge.

**Caltrans District 4 meeting report** – meetings rescheduled to 2<sup>nd</sup> Wednesday of the month and structure for getting agenda items and their review has been redesigned. Big item coming up is the Caldecott Tunnel which will disrupt transportation for many years. DEIR is December 2005. We need to decide what bicyclists want as part of this project.

**NEXT MEETING: MAY 3<sup>rd</sup>**

**NOTE NEXT MEETING WILL START AT 6:30**

Meeting adjourned at 9:10 pm