

Draft Minutes of BABC Retreat – June 12, 2004

In attendance: Dave Burch, Mark Birnbaum, Christine Culver, Deb Hubsmith, Jim Stallman, Carol Levine, Carolyn Helmke, Robert Rayburn, Lou Penning

Accomplishments ~ Last year

New bylaws, new directors, BABC new name, improved website, funding \$200 million in RTP, Bike to Work Day Promotion, 2 monthly meetings (meetings every 2 months?), Relationship with TALC, Increased clout with MTC, salvaged.

Fringe: CalTrans Dist \$ BAC-Good Relations, R/SR Bridge study started, Zampa Bridge opening.

BABC Board effectiveness:

Chris: Important to keep working with CalTrans, and w/ CBC on legislative issues

Dave: In some areas-not as much organization of local groups- it help BABC to have stronger groups for local coalitions.

Lou: In Napa-Good to find out what other local groups are doing so they can replicate

Mark: Clearinghouse function is important-cross-pollination

Carol: BABC should get stronger itself- point people to their local groups

Lou: Helps in Napa because MTC commissioner knows what BABC is doing.

Dave: Encourage people to send emails to Board with questions

Robert: BABC has helped to fill gaps in past & present local clubs to MTC

Lou: Big gaps in Solano County- Sales tax, Greenbelt is there

Deb: Important to stay focused on Regional, MTC Media, Bridges

Mark: Local coalitions starting to partner more with local clubs

Dave: Improve communication to clubs from BABC, if trying to get letters written

Chris: Send an email update to the clubs, keep informed

Dave: Will write something about what BABC is / who we are, what accomplished, put in CBC newsletter and other clubs

Mark: Encourage more interaction w/clubs and local coalitions

Jim: Have link from all local groups to BABC

Board Meetings

- Submit update in advance in writing, focus on what we need to talk about at meetings
- Committee approach good (could be better, Bay Bridge only one mtg.) Can also have committee members who are not board members.
- Space for meetings-Carol could possibly use her office Beale & Mission

One Vacancy on Board Now, New Board members: potential ideas

- Someone w TALC or Greenbelt Alliance
- Dave will talk W Stu Cohen
- Jeremy Madsen is Greenbelt rep on TALC Board
- Susie Weaver – Transp Alternatives for Marin (DH)

Vision – BABC

On cusp of entering new era with an Executive Director, need to know what we what to accomplish. Staff person – Still need board to keep momentum going-need to ensure there are still good volunteers

Dave: As Board will have new responsibilities if we have grants like BTWD contract, need to be accountable- he can't continue doing as much as he has been

Deb: Sees staff person doing what we are already doing

Robert: Could do Bay Area Street Skills

Carolyn: See that as BTWD function

Robert: Need media out reach on Regional basis,. Should be overriding quality, segways to BTWD

Dave: Will be a >>>>?not sure what the word is...

## BTWD

Deb to call Susan Heinrich Beaty, Josh could also help

Deb to email Steve Kinsey...meet later this month? Ask when want proposal, How much detail, cost?

Need contract by Sept 1<sup>st</sup>. We need a clear answer, How are the local coalitions going to get \$ and what are they going to do with it?

Local groups may need to apply for \$ pay for bags, posters, etc.

Need to show accountability for how \$ is spent.

Developing contract, budget, monitoring requirements

If have a labor line item in budget, it is fine

Need to be able to go thru audits

## Drawbacks-Opportunities

- Can't screw up
- Make or Break
- Can advance our own agenda
- Make BTWD more fun

Write up proposal for MTC-need to do this, need to make sure they aren't any fatal obstacles (both ends)

Hiring ED: Goal to start application Process Sept 1<sup>st</sup>

## BTWD Committee:

Robert, Chris, Carol, Josh or Michael

Carolyn & Robert-Help w/Proposal, Deb to talk to Susan

Work Plan-Dependent on BTWD contract

Also DD-64

Fundraising- need resources, communications w/clubs will help to relate to \$)

Hiring Committee/ Personnell committee

Lou, Dave, Carol

- At will agreement

- Personnel Handbook
- Timesheets
- Summary of progress on issues-bullet points for executive director

Fundraising:

Marks Ride: Could make into an annual organized ride- charge \$50-60  
 Each local coalition have a rest stop, \$ could be split in some formula,  
 BABC/Locals  
 Riders will see whole bay area could be like Boston Marathon  
 Market it right, 1000+ people  
 Compared to other doubles, not that hard only 6-7000 ft of climbing  
 Could also have segmented relays. Team to hand off, could do transit connections  
 Lou-Main expense manning rest stops and food, facility to park cars  
 Mark –form agreements, have in spring, what cost would be, he could be lead  
 person

Point out what's working and not on regional level

Club ride system- Help with fundraising, occasional grants

Promote clubs that promote BABC

\*send letter to clubs

- With accomplishments
- Ask for \$ from new donors
- Thanks for support to those who donate

Go with local coalition to ask for support so everyone gets some \$

Dave's notes:

Executive Committee: need to further forming an Exec Committee of BABC Board  
 (primarily composed of Officers)

What role should BABC play to help strengthen local advocacy in areas that are not  
 well-organized (Solano, etc) ?

Alliances – strengthen ties w Greenbelt Alliance

Cycling clubs – we should strengthen ties w local cycling clubs. They have considerable  
 members & resources. An untapped base of recreational cyclists.

Rather than communicate w cycling clubs directly, BABC should rely on the local  
 coalitions to pass our bulletins on to the clubs.

Form Bike to Work Day Committee:

Robert, Christine, Carol L, Josh (or someone from SFBC)

Deb & DB will help informally  
Deb will contact Susan HB @ MTC to check on status  
We need to pressure MTC to move quickly on this

Personnel Committee: Lou, Dave, Carol  
(Ask Mark & Lou to check w their Personnel Mgrs for advice)  
“at-will” agreement  
Need to establish policies to hire, monitor & evaluate staffperson

Let’s look to hire someone in Sept. Start the ball rolling by August. Wait til we know whether we’ll get BTWD contract to define job and hire staff person.

Can use ProBike/ProWalk (as well as nat’l listserves & Thunderhead Alliance) to get the word out.

Fundraising: MB will further explore the round-the-bay double century idea  
Need to diversify our funding base.

Next Board mtg: Tues, Aug 10

Robert wants help re night access to Al Zampa Bridge