

HEIGHTS BICYCLE COALITION
BOARD MEETING
JUNE 3, 2014
LEE ROAD LIBRARY

I. Attendance and Introductions

Mary Dunbar (President), Sarah O'Keeffe (Treasurer), Corrie Holliday (Secretary), Lee Reis, Brandon Henneman, Greg Jolivette, Sam Lapidés, Bert Stratton, Akshai Singh, Brandon Hirokawa, Steve Reinhardt

II. Election of officers

Discussion regarding Sarah's desire to step down from the Treasurer position. Position could be broken up for two individuals, one who manages membership dues and related finances, and another who manages the official budget reports.

Slate of officers:

President - Mary Dunbar

Vice President - Deborah Riemann Heinen

Secretary - Corrie Holliday

Treasurer - Sarah O'Keeffe - Interim

III. Discussion

- Current committee foci based off LAB 5 E's - (see HBC Committee Report FY2014 for full description of goals, accomplishments and projects)
- Committees Include:
 - Education and Encouragement (Chair: Joy Henderson and Mary Dunbar)
 - Joy looking to step down as co-chair of the committee. Interested members are Sarah O'Keeffe
 - Coordinates Rides: Freewheeling Wednesdays (summers, starting June 4), social rides, school's bike clubs and rodeos, walk/bike to school days
 - Adult education (Smart Cycling) class lead by LAB certified instructor. 2014 class scheduled for June 14th
 - Interest in female specific bike clinics - Brandon Hiro knows a woman who has about 15+ people interested. He also proposes we consider other informative clinics geared toward specific groups, like people interested in getting into racing/triathlon; Helmet fitting/safety instruction, specifically for children. Brandon has clinics and workshops he has developed in the past that he would like to offer as a potential source of revenue stream for HBC (i.e. previous racing clinic brought in \$200 per person and sold out); proposes an east side race day, like Lakewood's, on Thursdays - potentially at Severance Center
 - Engineering (Chair: Debby Reimann & Lee Reis)
 - Achievements: Recent reprint of Bike Map, available at meeting today, along with the fundraising required for it; Addition of bike lane on Edgehill Rd. Provided recommendation for establishment of CH Transportation Advisory Committee along with proposed purpose/guidelines; Educate city on appropriate placement of sharrows; have worked to create partnership with Bike Cleveland and Shaker Heights, which will continue this year; assist with bike counts
 - Goals: improve engineering of safe intersections and improved streetscapes (CH has one of highest volume intersections in Cuyahoga County), keep track of bike counts, continue encouraging people through informational material such as maps,

- continue to work with surrounding communities for consistent road engineering and wayfinding.
 - Continuing: Make request to NOACA to include observation of whether people are wearing helmets (part of bike count data would be to include helmet count data) whether people commute by bike is part of our census data required for LAB, need 1.2% of population commuting by bike for Bronze (Need 3.5% to achieve Silver status).
- Membership and Fundraising (Chair: Brandon Henneman)
 - Brandon has been working with Mary and Sarah to fundraise enough to cover our costs so far via membership and the annual film screen (jointly with Bike Cleveland)
 - Goals: increase membership and revenue, communicate, network, and foster relationships with members (i.e. throw parties, door fees at events, other flexible ideas); instate email appeals a few times throughout the year asking for members and donations; further engage the business community through business memberships
 - We are a 501(c)(3) - 10% of our business expenditures have to be spent on 'lobbying'; we are limited to 12 rides per year by insurance (also includes safety classes); all board members had general Directors & Officers (D&O) and liability insurance coverage through the club - if someone sues the organization, they cannot go after individuals of the board.
- Communications/PR (Chair: Joy Henderson)
 - Sam has been helping Joy with the email newsletter, Heights Observer, and putting things on the website. Akshai reports that the Twitter account is active again and he can start putting out any specific, regular announcements on a cycle during the course of a day or couple of days regarding events or other important information. HootSuite account is available to do unified messaging between the website, Twitter and Facebook. Akshai and Joy have access to the account, but we have yet to start utilizing it.
 - Goal: to start putting out unified, targeted messages via committee through all our forms of media for a consistent message. 'Of interest' links can be posted by any board member at any time on the social media accounts.
- Governance and Finance (Chair: Sarah O'Keeffe)
 - Serves as nominating committee and puts on annual board meeting. Collection of Board Member bios - pictures and descriptions. Oversee adherence to bylaws. Fiscal year begins April 1st, ends March 31st to coincide with cycling season. Current members are Brandon Hen, Sarah and Debby. Handles our 501(c)(3) standing and the organization's budget. One annual state and federal filing each. See Sarah's budget spreadsheet handout
 - Wiggio - current collection of Board documents - Lee to look into better document management of HBC
 - All board meetings are open to HBC members. Bylaws state that public can attend our meetings should they wish to attend (focus of membership driving the leadership). Our calendar is posted publicly on the website. Board members elected for 2 year terms, Officers elected for 1 year terms.
 - Raised \$2100 so far this year, \$1800 were restricted donations solely for the Bike Map, \$355 in members fees (all board members required to paid members), raised \$59.

- Goal: strategic plan based off committee goals, to work in conjunction with fundraising goals; consideration of joining Bike Cleveland as a chapter
 - Formation of rosters of members - responsibilities of all members is to be on at least one committee. Members should email the chair(s) of the specific committee which they would like to join after this meeting.
- Unanimous vote to elect Mary Dunbar as President, Debby Riemann Heinen as VP, Corrie Holliday as Secretary, Sarah O’Keeffe as Interim Treasurer

IV. Upcoming activities and help needed.

- Freewheeling Wednesdays start tomorrow night - Mary is leading the first one; dates and routes will be posted on website. Handout was provided of the dates and themes
- Typically have a fall and winter member meeting - board members should propose ideas
- Safe Routes to School - \$7000 granted to City of CH for non-infrastructure projects (i.e. equipment for student safety patrol), waiting to hear if any money will be granted for infrastructure
- Requests for HBC table presence, specifically at the Coventry peace park events (Musics and authors on Tuesdays) - could promote our Wednesday rides for the following days
 - Need to get new signage for this type of event - i.e. a tarp-style vinyl banner or cloth banner with matching table cloth. Discussion tabled for Finance committee consideration.
 - Whole foods nickels for nonprofits - table at the store Saturday, June 28th, 6/17 first day for Coventry table
 - Brandon Hiro has a tent available for us to use which we can hang a banner from
 - tables at other local events as a primary engagement activity this year, raising awareness of our organization
- CH Transportation Advisory Committee (TAC) - Multimodal committee interacts between city council and public regarding concerns about pedestrians (able and disabled), cyclists, transit riders needs/considerations - not an explicitly cycling advocacy group, only one voice among the group - reach out to running groups/community; cross-communication between TAC and HBC about issues and upcoming projects - planning and funding stages so we can lend our voice (i.e. Mayfield road project was not well publicized so we didn’t find out in time)
 - 2 projects with funding of NOACA - grants for slightly over \$1 million for redesign of streetscape - Cedar Lee Streetscape Project scheduled for 2015, Cedar Fairmount might not happen until 2017; keep membership apprised of proposed streetscape plans and encourage them to be vocal about what would most improve their safety on the road
 - Talk to Richard Wong about potential forum re: Cedar Lee
 - get ambitious about protected bike infrastructure in Cleveland Heights to get up our mode share to 3.5% required for LAB Silver status
 - Akshai would like to take responsibility for working with Engineering and Communication to send out updates regarding Engineering related projects (i.e. public meetings, appropriate commentary by Board representatives)
 - Mark Lefkowitz started a Facebook page for the TAC, which Akshai is managing, so HBC members can use that as a resource
 - Engineering committee to appoint a person to act as communication link with TAC
- Recent Activities - bike tune up day was a big success. Lee, Brandon Hiro, Brandon’s business partner, Mike, and Phil Lammerson all assisted with repairs. We serviced about 50 bikes.
- Summer Calendar
- NOACA forum tomorrow from 5-7pm at the Ideacenter

V. Other Business

Meeting minutes - Corrie to do in Google Drive, send out link for edits with an edit deadline. Upon deadline, document will be turned into final PDF version will go to Communications Committee for posting on the website as final records

Sarah's proposed budget to be approved by email - add in income from Nickels for Nonprofits that we will receive soon.

Heights Police Bike Auction - June 25th, 6pm