

August 13, 2013 Bike Delaware Board Meeting Minutes

Submitted by Carol Ireland

President Drew Knox called the meeting to order at 6:10. In attendance were Board Members Drew Knox, John Bare, Carol Ireland, Bill Osborne and Bob Ruddy, Executive Director James Wilson, and visitor Terri Morran. The meeting was held at Springside Plaza. Doug Tynan and John Hollis were unable to attend. (Chris Zorger has resigned from the board.)

Minutes from the June meeting were approved. Minutes from the July meeting were approved, with the addition of a second paragraph for the By Laws Section 8.55.

Bill Osborne gave the treasurer's report. Balance as of the end of July was \$14,261. We still have 2 items payable from the Walkable Bikeable Event for a total of \$750. The final payment to Frank Warnock for marketing items will be sent imminently. The order for 50 bike jerseys will cost \$910, which includes expedited shipping.

Bill, speaking for the Board Development Committee, proposed that the Board adopt the Expectations for Board Members. The Board approved the expectations. Bob Ruddy will post these on the Bike Delaware website. The Expectations Document is included below.

Bill also discussed followup from contacts with potential new board members. Work will continue to identify new members for the board.

Bob Ruddy discussed needs/opportunities for the Bike Delaware website. Many other non-profits use their home page for marketing – why and how to get involved. Today, our website lacks information on how new people can get involved. For example, are there committees that people can join? What has Bike Delaware accomplished? What does it mean to be a Bike Delaware member?

Bob described a new package CiviCRM that's integrated with the current WordPress. This new package can make managing a non-profit easier. For example, it can manage and track membership and renewals. Bob proposes we launch a "2.5" version in the fall, and launch the full CiviCRM 3.0 version by the end of the year. Bob will work with James and Drew on timing for the launch, and design of the new version.

Regarding our 501c3 filing, Carol will follow up with Darryl Flaherty, communicating to him the board approval of the changes to the By Laws that Darryl recommended prior to our filing..

Drew discussed the membership drive associated with the jersey sales. Plans include a special 2-3 week deal for membership plus jersey. Also, there will be a photo contest to generate traffic on the website and Facebook. Another idea is a "refer a friend" drive. Bill raised the question of what corporate sponsorship should mean. James will explore what levels make sense.

James talked about the *People for Bikes* organization, related to Bikes Belong and Alliance for Biking and Walking. *People for Bikes* is promoting combined national/state/local membership. James will be involved in some of the planning/negotiating, to sort out how this might work. For example, the membership would be split 30/70 between national and state/local organization.

The Delaware Bike Summit and the Walkable Bikeable Delaware event will both be in spring, 2014. The Delaware Bike Summit may be the Delaware Bike/Trail Summit. Board members had an extended discussion on the goals and audiences for the two events, who the key players are in the Delaware Bike Summit, and what we should do in 2014. Carol volunteered to be on a “new” Bikeable Walkable Delaware event committee for 2014. Bob Ruddy will represent Bike Delaware at the Delaware Bike Summit planning meetings.

Several Bike Delaware board members and James discussed self-nominating for openings in the Delaware Bike Council. A self-nomination form is available on the internet.

James discussed the DelDOT document related to how to make Delaware the “Most Bicycle Friendly State in the Country”. We will help promote an event to focus on this goal by communicating the event to the participants of the 2013 Walkable Bikeable Delaware event.

James asked for and received board support for a letter he plans to submit commenting to DelDOT on the Share the Road sign. (See <http://www.bikedelaware.org/2013/08/19/end-share-the-road/>.)

The meeting adjourned at 8:50.

Expectations of Bike Delaware Board Members – Approved 8/13/2013

- I support Bike Delaware's mission and share Bike Delaware's vision.
- I understand and accept that the management of the Executive Director is one of the fundamental responsibilities of the Board.
- I understand and accept that financial oversight, including the use of proper financial controls is the collective responsibility of the Board.
- I will help establish strategic goals for Bike Delaware and will work to achieve them.
- I will participate in all Board meetings and major functions of Bike Delaware unless I notify the President of the Board in advance of my unavailability.
- I will serve on at least one committee of the Board.
- I will make a financial commitment to Bike Delaware that is meaningful to me and I will maintain a current membership.
- I will disclose where I have a conflict of interest and recuse myself from voting or influencing the voting on those matters when they come before the Board.
- I understand and accept that the Board of Directors of Bike Delaware is a body of diverse experiences and opinions. However, we will speak outside of the Board with one voice and often through formal resolutions which may be shared and explained by the President or their designee.
- I will fulfill the duties of care and loyalty to Bike Delaware and will hold in confidence any confidential information of the Board.