

HBC Heights Bicycle Coalition (formerly “Cleveland Heights Bicycle Coalition”)

Regular Board Meeting: Tuesday, December 6, 2011

7am – 8:10am

Phoenix Coffee Shop, Lee Road

Attending: Mary Dunbar, Rob Heinen, Joy Henderson, Sarah O’Keeffe, Debbie Riemann, Brandon Henneman, Ian Hoffman

1. Minutes from Nov 1 meeting approved.
2. 501c3 filing and name change.
 - a. 501c3 – can submit final once Amended State certificate received; ACTION POINT: Sarah will submit state papers once articles signed; upon receipt of certificate, will submit Form 1023, after review with Ian; will also request IRS to change name associated with tax EIN number.
 - b. Name change - Debbie created new logo; ACTION POINT: Joy will talk to Chris about switching out logos, and finalize all mentions of organization title on website. Twitter – Ian will touch base with Nick.
3. Invite member to become Secretary – Secretary will keep minutes, records, in accordance with Bylaws.
4. Mary is now on City of Cleveland Heights Council – sworn in on Jan 3rd. How will this affect group: will be a part-time position. Conflict of Interest Policy – signatures needed at next meeting (Jan, 2012).
5. Goals for 2012 – overarching.
 - a. Calendar
 - i. Sketch out general ideas for next year
 - ii. Events where want to have presence – check community calendar to make sure not conflicting with such events
 - iii. Earthday Coalition / Bike Co-op – Jim Sheehan always does bike parking area with pop-up parking at specific events. Such as tour of Historic Homes.
 - iv. Play role in new construction out East – 271. Also opportunities in working with the city
 - b. Education
 - i. Rodeos –
 - ii. Bike Fleet - Fiona (PTA?) entranced with idea of bicycle fleet that travels from school to school, educating school children about biking. Fleet for kids to use (schools need to store, etc)
 - c. Recruitment
 - i. Bike Rides – community, pub rides, historic, Farmer’s Market tour, coffee house ride, Alley Cat ride. Ask for donations from participants or charge fee.
 - d. Financial / Development

- i. Budget – insurance – League of American Bicyclists - \$650 or so. Renew domain name, etc. ACTION POINT: Create skeleton budget from past expenses.
 - ii. Fundraising plan – different categories, which are important; annual membership fees; engage the board about who to ask for fundraising. Consider sponsorship by shops – way to show we have access to potential customers. Have people donate to specific events
 - e. Knowledge Management – keeping a record of who to contact in each organization with which have relations/connections; repository of commonly used/needed documents listed on website.
6. Bike Dreams movie Jan 26 – sponsored with Bike Cleveland – will split proceeds. Suggest seek out bike shops to raffle off prizes. Q & A – ACTION POINTS: Ian will contact Jim Karlovec and Richard to speak about crewing four person team (about RAAM – Ride Across America) {12/6/11 – Jim agreed}. Brandon will email Gary about questions and distribute promotional posters and press releases {12/6/11 - Brandon emailed these materials to board}. Mary will give press release to Sustainable Heights, Future Heights, Heights Observer, Sun Press; Mary / Joy may write article for Observer. Debbie and Rob will print out some materials – give to board members at January meeting.
 7. Committee structures – House them under the E’s – Example: Encouragement = Communications, Bicycling Friendly Community; Education = Bike Rodeos; Engineering = Advisory role to City Planning Commission; etc. ACTION POINT: Brandon will sketch out potential committee names under the 5 E’s and send out by email – work out final committee names by email dialogue between board members.
 8. November events review – meeting at Baker about sharrows; Taylor Road meeting – Mary recounted - most residents are just anxious to have road fixed; contract awarded and to be completed between April through next summer; Alex M says once we get it done, will do some sort of bike facility. Using guidelines stipulated by funding source – bike guidelines not included. (Noted that if city adopted a Complete Streets Policy, it would probably have an effect on this sort of project such as including bike facilities during contract completion as opposed to after it). Wellness event at Heights school district– not very successful – Joy talked to three people. “HubBub” of Mentor has a bike stunt team – could be useful in engaging (minority) youth at future events?
 - a. Doodle not ideal for ranking priorities; ACTION POINT: Rob and Debbie are going to create a ranking system for goals discussed from November meeting to send to members.
 9. Bike Cleveland – new executive director hired. Got \$60,000 grant fund. Think of some way to connect with Bike Cleveland – reach out to Nick to see where left off communications with Jacob (board member) and how new staff impacts organization. Relationship with Bike Cleveland also discussed.
 10. Annual Board Meeting (strategy planning meeting – Separate from Annual Member meeting March / April where voting will occur.) Invite ‘experts’ on potential goals? Bring ‘best practices’ of successful boards to discuss. ACTION POINT: Sarah will reserve Lee Road Library meeting room for February evening/weekend date based on Doodle to board members.

Next Regular Board Meeting – Jan 3, 2012 (Rescheduled to Jan 10, 2012)