

# Minutes Annual Board Meeting

Date: February 24<sup>th</sup> 2012

Location: Lee Rd Library

Present: Mary Dunbar, Rob Heinen, Joy Henderson, Brandon Henneman, Ian Hoffman, Deidre McPherson, Sarah O’Keeffe, Debby Riemann

## To Do’s

- Each Committee meets before March 15<sup>th</sup> and clarifies the following questions (see page 4 for the committees you are in)
  - o Who should be the chair of this committee?
  - o What do we want to achieve during this year?
  - o Which events do we want to schedule for the HBC calendar?
  - o Determine budget for projects want to do (broad estimate)

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## Meeting Agenda:

Topic 1: HBC Mission (15 min)

Topic 2: Organizational Knowledge (15 min)

Topic 3: Committee structure (45 min)

Topic 4: Board Roles (Liability, Responsibilities, Committee Chairs) (20 min)

Topic 5: Calender (15 min)

Topic 6: Budget (10 min)

### Topic 1: HBC Mission (15 min)

Each board member was asked to answer the question “Why does Cleveland Heights need the HBC?” in preparation of the meeting. During the meetings we collected the answers for that question. The Heights need the bicycle coalition because of:

- The environmental impact/ being sustainable (3 times)
- The health and social aspect of cycling
  - o Fitness and wellness
- We need a unified voice for improvement of infrastructure (3 times)
- Providing a sense of community and encourage new bikers
- Being a bicycle friendly community to attract new residents and establishing a growing community of commuters → city needs to act
- To create awareness in the community for cyclists

We refined the mission statement taken from the HBC homepage which states

*The mission “... is to encourage people to jump on their bikes and ride for most of their trips around town.”* with the following reasons: the environmental and health impact of cycling, the need to improve infrastructure, to create a sense of community and to advocate for the city to act

### Topic 2: Organizational Knowledge (15 min)

Each board member was asked in advance to answer the question: “*What is your current responsibility to the organization as a board member?*” From an organizational theory standpoint it is important for the organization to “Know what it knows and what it doesn’t know”. During the board meeting each member got the chance to briefly talk about which experience they have in the context of the HBC and outside. We used as a framework the “5 E’s” of the League of American Bicyclists for our “knowledge categories”:

- Engineering (relates to Bicycling network, parking, complete streets)
  - o Experienced: Mary, Debby, Rob
- Education (relates to Safe-Routes to School, education of cyclists and motorists)
  - o Experienced: Sarah, Deidre, Joy, Mary, Rob
- Encouragement (bike map, bike to work day, cycling events)
  - o Experienced: Sarah, Ian, Brandon, Mary
- Enforcement (law, local ordinances)
  - o Experienced: Mary, Rob, Ian
- Evaluation (comprehensive plans and programs for cyclists and drivers, bike advisory committee, community bike program manager)
  - o Experienced: Rob, Brandon, Debby
- Financing
  - o Experienced: Sarah, Ian, Brandon
- Fundraising
  - o Experienced: Debby, (Sarah), (Brandon)
- Public Relations
  - o Experienced: Deidre, Joy, Mary, Debby
- Organize Meetings
- Volunteer-Management:
  - o Experienced: Brandon
- Software/ Website:
  - o Experienced: Rob

### Topic 3: Committee structure

A clear organizational and committee structure helps an organization to work efficiently, assign responsibilities and attract volunteers since specific positions are available. Furthermore, it gives guidelines for the question, “What do we want to achieve during the upcoming year?” We used the “5 E’s” of the League for American Bicyclists as a framework for each member to more specifically define those categories. The board members were first asked to write down “projects” or “topics” they would like to work on and then to group them into the categories. Afterwards each member got the chance to name their topics/ projects for each category. Once we had a long list of different projects/ topics we clustered them into seven committees.

#### The committees the board decided on are as follows:

- 1) Engineering:
  - a. Internal connections within the Heights area
  - b. External connections to other districts
- 2) Education/ Encouragement
  - a. Education with programs for kids and adults separately
  - b. Social events for members and for the community
- 3) The “Right to Ride” group
- 4) Evaluation
- 5) Public Relations
- 6) Governance
- 7) Finance/ Fundraising/ Membership

Thereby, the committees for Public Relations, Governance and Finance have administrative functions, whereas the other four groups have a “content” focus.

	Finance	Governance	Public Relations
Engineering/ Bike Lane Committee			
Education/ Encouragement			
Right to Ride Group			
Evaluation Group			

### Specified Description of the Committees

#### *Engineering/ Bike-Lane-Committee/ Infrastructure Advocacy*

- Internal connections in the Heights area
  - o Signage/ Wayfinding system
  - o Bike counts
- External connections
  - o University Circle-Cleveland Heights Connectivity Study

#### *Education/ Encouragement (Bike Mob/ The Fun Committee)*

- Education for kids and adults
  - o Projects to teach kids safe behavior on the street
  - o Educating adults
  - o Kids Bike Club

- Social Events for members and the community
  - o Tour/ Group Rides
    - Getting new people on their bikes
    - Historic tour + family rides
    - Put up a calendar
  - o Events for avid cyclists
  - o Learn how to fix your bike events
  - o Interactive community events
  - o Maps for cyclists

*Enforcement = Right to Ride Committee*

- Distribute cards to educate motorists, bicyclists, motorcyclists and pedestrians about their rights and responsibilities (Ordinances)

*Evaluation:*

- Establish a bike advocacy council
- “Evaluate” crashes and dangerous intersections
- Gather feedback from bike community

*Public Relations*

- Newspaper
- Be present at events
- Social media (Twitter, Facebook)
- Invitations to public meetings
- Blogging/ Website
- Marketing
- Advertise quarterly meetings (work together with social events group)

*Governance*

- Organize meetings
- Volunteer management
- Networking with other bike coalitions throughout Cuyahoga County

*Finance:*

- Membership (How to collect membership fees?)
- Finance
- Fundraising + development

**Topic 4: Board Roles**

Each person named three committees they would like to work in. Afterwards we assigned responsibility for each committee. Before the next board meeting, each designated board member (in **bold**, below) who is currently leading a committee is supposed to invite their fellow committee members to a committee meeting. During that meeting the following topics should be discussed:

- Who should be the chair of this committee?
- What do we want to achieve during this year?
- Which events do we want to schedule for the HBC calendar?
- How much money do we need to accomplish what we want? Determine budget

The committees we decided on are:

- 1) Engineering: **Debby**, Rob, Ian

- a. Internal connections within the Heights Area
- b. External connections to other districts
- 2) Education/ Encouragement: **Mary**, Sarah, Joy, Deidre
  - a. Education with programs for kids and adults separately (Mary, Sarah)
  - b. Social events for members and for the community (Joy, Deidre)
- 3) The “Right to Ride” group: **Rob**, Brandon, Joy
- 4) Evaluation: **Ian**, Rob, Mary
- 5) Public relations: **Deidre**, Joy, Debby, Ian (social media)
- 6) Governance: **Brandon**, Sarah, Debby
- 7) Finance/ Fundraising/ Membership: **Sarah**, Mary, Brandon, Deidre

**Contact List:**

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Joy Henderson (Vice president)	Lammerson@sbcglobal.net	The Right to Ride, Education, Public Relations

**Topic 5: Calender**

Due to time constraints, the board decided that each committee will specify event dates they want to put on the HBC calendar. Currently we are aware of the following “outside” activities:

- May is Bike Month, nationally and in Cleveland Heights
- National Bike to Work Week: May, 14-18
- Bike to Work Day is Friday, May 18
- National Bike to School Day, May 9
- Bike Club at Fairfax: April 20<sup>th</sup> to May 25<sup>th</sup>
- Next Board Meeting after March 15<sup>th</sup>

**Topic 6: Budget**

➔ See table below

**Wishlist:**

Knowledge/skills that our current board is seeking:

- Tweeter
- Insurance knowledge
- Secretary