

SVBC Board Meeting Minutes, November 12, 2012

In attendance: Kyle Lawrence; Jason Burch; Marcia Lamphier; Travis Layman; Rich Harris (Jennifer Wolfson as note taker) (Basil not present because he has resigned)

October 15, 2012 meeting minutes approved

Treasury Report

Checkbook balance: \$19,525.81

Income: \$5,398.50

Expenses: \$4,295.51

- Jason reports on payments to Trail Dynamics for RTP work; and state reimbursement. Two checks have been paid out to Trail Dynamics (out of three-total is \$90,000 ish);
- state reimbursements will come shortly

Old Business

Voting items

- 55 gallon drum for hot water at festival
- Up to \$30,000 invoice for Trail Dynamics to be fully reimbursed by VA DCR
- Additional donation for Greenway to equal \$1,000 with bike to work day memberships and festival volunteer donation
- Thank you letter to City Council/City Manager - Jason and Kyle will work on thank you letters for \$1M for greenways

New Business

BikeSmart Program

- DR 100 has made \$10,000 to program. County is going to roll out program at Spotswood - 20 bikes for driver's ed/PE program at there.
- Travis suggests finding out from Scott/County if they had more money would they start program at other schools, and whether/how funding will be sustained (Cindy has had to apply for grants every year)... Also suggests checking with DR 100 if they plan to continue to fund this (maintenance on bikes; helmets, etc.)
- Travis thinks it's a great program - great potential to make kids better drivers; make roads safer; reach out to families; perhaps get kids into bicycles- He would be in support of matching what DR-100 did (\$10,000 grant), assuming responses to the above questions are good
- Kyle's response: DR-100 exists to give away money; we don't. Perhaps we can figure out how to raise money for things like this.
- Travis: we spend a lot of money on trail work (\$12,000 volunteer match); BikeSmart could be just as awesome...can our community help bolster this? maybe there's a way to have individuals sponsor the program. Denise Martin suggested that perhaps through DR-100 and SVBC we could have individuals sponsor a bike or a bicycle...

- Rich: We always need to be ready to give seed money... Maybe if we can get answers to Travis' questions - what is the program, how much money is needed, what would the money do, what is the sustainability of the program, then we can consider further. For example, if they say we need \$3,000 to get x thing happening right now, we should give it. If they say we need \$10,000, then we should work on how to raise that in the next year.
- Group: we need to respond to Steve's request to match DR-100's \$10,000 donation
- Jason: wants to give money, but not half our income... our income is around \$20,000 a year.
- Marcia: and we don't want to commit to doing so
- Discussion of our ING funds:
 - Jason: we're using ING funds as cash-flow buffer on our grant funding
- Group discussion on fundraising generally
 - Travis: perhaps we could look into line of credit at a bank (what would we have paid, for example, to have a loan during the RTP funding cycle?)
 - Rich: bank would need to see collateral
 - Marcia: we shouldn't get into borrowing money
- Kyle: Back to BikeSmart program - the county hasn't put in a cent yet; we certainly don't want to be out front of the County's commitment
- Travis: I'd also like to look at non-financial ways we can support the Bike Smart program short-term; if they prove to us they're in it for the long haul, then we can revisit supporting them financially (Jason: that's exactly how we did the Greenway)
- Group proposed response to Steve: we fully support program, we may be willing to fund as early as this spring. Right now there is no urgency. We need to know what the need is and how the county will step up (see Travis and Rich questions above). We want to see the county step up first. We'd be happy to help with non-financial aspects.
- Kyle will follow up with Scott.

Shenandoah Valley Century

- Art is finished with the Century, after 30 years. Art is going to ask a few people if they'd willing to step up to assume his position
- Kyle: we could also make the century a dedicated funding source for one program or another (which could change every year)
- Marcia: we have such a good committee of people we can easily pull it off the Century at least for this year

Website

- Jennifer showed new website; got feedback to: add newsletter subscribe button to top of site; add a casual ride board (email from Rich for contact who may be able to advise on that); have ride leaders update their own ride information; embed into pages the relevant categories of blog posts; add a Why Bicycling is Good page and display it on the front-page menu; talk to Ryan Kethchum about six-pack disclaimer language; correct the spelling of secaratary on the Board page 😊

- Discussion of purpose of website – communicating to membership and encouraging active engagement, which will hopefully increase volunteerism, donations, and memberships. We will encourage membership to provide content; Jennifer will reject posts and comments that reflect poorly on SVBC.