Meeting date: Monday, November 10th, 2014

Meeting time: 5:30 pm at Clementine restaurant

Directors present were Jason Burch, Kyle Lawrence, Mike Bowen, Misty Tilson, Ritchie Vaughan, and Rich Harris. Marcia Lamphier was present in her co-treasurer role.

Minutes were reviewed from the October Meeting. **Rich Harris moved to accept the minutes, seconded by Mike Bowen, approved by all.**

The October checking account reports were reviewed by the board. There was a small discussion regarding budgeting for the coming year and what the process looks like even further in the future.

Kyle gave a membership update. There are 547 unique members, 894 including family memberships.

**Old Business:**

* There was a discussionregarding upcoming board member elections. There are 5 expiring board members. Rich Harris presented two potential candidates and gave a brief biography of each. The group decided to focus on our potential candidates and obtain firm commitments from the candidates and have our ballot. A recommendation by the board was to update the by-laws and term expirations to match necessary changes as discussed in prior meetings.
* Rich gave an update on the economic impact study. The driver for this is to help drive tourism and to do that, we must study the data associated with our tourism. Every locality and organization is on board and most have offered funds. The study will encompass Augusta County to Shenandoah County. The discussion centered around some of the details associated with the study itself.

**New Business:**

* End of year fundraising opportunities are being attacked by Scott Wooten. He is hoping to institute a quick and deep drive to reach groups of people that we traditionally haven’t.
* Kyle presented an idea of a meet and greet “sit down” with the newest City Council member (Chris Jones) to discuss our ideas and future.
* Marcia presented an update on the Key constituents meeting that was held two weeks ago. She said the regroup was fantastic and should happen again. She said that she had fun and thought it was a very nice event that allowed for the connections to occur and dialogue to happen. There were several great ideas that developed from the get together and the board will begin to initiate a few of those ideas.
  + The group discussed one of the goals of breaking down walls associated with the board. The idea of having board members greet people during the social and try and create a more welcoming atmosphere.
* There was a discussion regarding the 2015 Budget. Kyle said that it would be a great idea to go ahead and send out the budgetary requests to the committee members. Jason set the goal of getting the board a rough draft of the budget by next meeting. All agreed that approval of this budget would be best if it occurred in the January meeting.
* Kyle gave an update on Rockingham County’s decision to extend the bike lanes from Dayton into the City of Harrisonburg. It is a federal grant and the SVBC provided a thank you letter as well as a letter of support for the federal grant.
* Rockingham county also has a new assistant administrator. We have had a great meeting with him.
* Rich gave an update on the Bike summit Recap and next steps. He stated that this year there has been some real focus on actually doing the recap agenda items that the committee listed. Examples of this are the Economic impact study, special mapping, as well as the Southend Greenway.
* Kyle re-proposed the idea of a board calendar. The calendar would have regularly scheduled tasks, special tasks, and otherwise help organize the board.
* Ritchie is creating a set of guidelines to help guide coalition as to what could be considered an official event. The board discussion revolved around setting up the “flow chart” and guidelines to help streamline the process in the future.

**Committee Reports:**

* The meeting was adjourned at 19:15.