

3 Rivers Bicycle Coalition
Meeting Minutes
November 8, 2010

The meeting was called to order by Jeff Petersen on November 8, 2010.

Jeff expressed his excitement that as a wealth manager, 3BRC now has an operating budget, which gives clarity to 3BRC's vision.

Members present: Jeff Petersen, Mark Showalter, Carleen Hanscom, Andy Miller, Damion Miller, and Dave Berkowitz. Quorum met - with 6 present.

Jeff made the motion for approval of 10/11/2010 minutes. Mark Showalter moved and Andy Miller seconded their approval.

Andy had a question about the Inland Empire Century event and 3BRC's involvement. Jeff said he will be gone, but was positive that the Tri-Cities should have enough volunteers. John Ittner assured Jeff that volunteers will not be a problem. Kiwanis is currently in charge along with the TC Bicycle Club. 3BRC will be assuming the TCBC's current role to provide ride support. There is a problem with TCBC and their non-profit status, but since 3BRC is a 501(c) (3) it can take on the project.

Correction to Minutes: Dave Berkowitz noted that he sent an email saying that he would not be present at the October meeting and should have been excused. This was noted by Jeff Petersen.

Discussion Topics:

Community Advocacy Activities:

Andy and Adele Miller attended the Bicycle Alliance of Washington State auction in Seattle. The event raised \$75-80,000 for the BAW. Jeff thought Eastern Washington should host such an event.

Question was raised who would be included in the market for a similar event in the Tri-Cities. Andy noted that items donated for auction, such as cruises, vacations, & various things from bicycle organizations, were very good.

Jeff noted that the keynote speaker was the Mayor of Seattle and that the bicycle community in Seattle is large enough to draw a good crowd. And added that the Bicycle Alliance of Washington is grant rich and donation poor right now.

Community:

Carleen Hanscom gave an update: Pasco hired a new Public Works director, Ahmad Qayoumi, who came

from Vancouver, WA. He played a big role in bicycle advocacy in city of Vancouver, and worked on the road projects and getting bicycle lanes installed. She and Mr. Qayoumi talked about the city of Pasco and about taking a look at lanes that can be re-stripped for bikers.

Jeff will contact the new Pasco Parks director.

Training:

Jeff completed his Bicycle 101 training with Damion recently. He is now ready for the LCI training program.

Elections:

Once a year 3BRC holds elections. Andy Miller has agreed to serve another term, as did Damion, Carleen, and Jeff (the odd number positions came up this year.) Even numbers come up next year.

Jeff distributed the ballots to each member. Board of Directors positions were elected unanimously. Officer's ballots were handed out with write-in positions included. Jeff is running for President, John is running for Secretary/Treasurer, and the election of a Vice President is subject to the bylaw's vote. Andy moved to adopt the bylaw amendment and it was seconded by Dave. Unanimous approval. Jeff called for any additional nominations. The ballots were distributed and Jeff was elected President, John elected Secretary/Treasurer and Carleen is the new Vice President.

Budget:

Jeff explained the format of the budget. He worked on the expense category first.

1. Educational Material: English and Spanish educational materials which will be handed out free in the Tri Cities. John is working on this with the idea of obtaining sponsorships to pay for the brochures.

2. LCI development: Included the process of finding five individuals that 3BRC wants to sponsor for the program, with ten going through the program. 101 certification process is the first step; this teaches you what to teach. Then to the LCI certification training, which teaches you how to teach. Also you have to be

a member of the League of American Bicyclists in order to be certified.

Jeff took some of the numbers for expenses from the proposal from the Bicycle Alliance of Washington. The last page of the SRS showed:

LCI cost: total \$1600

SRS Development: total \$1500

Education Materials: \$10,000, but the cost will be closer to \$15,000. This project will provide Share the Road brochures and maintenance brochures to the bicycle shops, public departments, TC Visitors & Convention Bureau, TC Chamber of Commerce, for all 4 cities.

Sponsorships have a corresponding number to cover the cost of the brochures in the income section.

Question was asked if \$15,000 would be the cost to produce our own brochures. Jeff said yes. Printing costs are the main cost. Esprit is a big supporter of the Tri Cities.

Question asked and answered affirmative that the sponsorship consists of the paid advertisements in the brochures.

Topic of shops how to handle the shops who can't afford to advertise and would they be included on the bicycle maps. This topic was tabled.

3. Promotional Expenses:

Damion showed a mesh vest that cost about \$20; logo on front & Share the Road on the back. The cost can go from \$20 for a generic vest to \$30 to \$40 with reflective striping. The price doubles with reflective tape all the way around. Vest could be used as a promotional item. Eagle printing in Richland: the cost goes down with 100 or more printed at a time.

Jeff asked Dave & Mark about retail and promotional items. They agreed that reflective costs more. REI doesn't have the retail room for biking vests right now.

Jeff added that the idea of vests came up when Ellen Vanderslice was in town, and she mentioned the

promotional idea of vests which can be used for runners and walkers.

Dave asked why would we want to do this, i.e. what's in it for 3RBC? Is the investment worth the cost?

Jeff talked about the Pros:

1. Increased visibility of 3RBC. Currently in the City of Richland, Steve Stairs says there won't be any more Share the Road signs until they do a survey of Richland citizens as far as impressions & effectiveness of the signs.

2. Vests can associate 3RBC favorably in the community.

3. Vests promote safety awareness for riders and alerts drivers.

Jeff said that we will probably have to sell and have strategic give-a-ways due to the cost of vests.

Subject: Tabled

4. Meals and Entertainment: \$00

Jeff wants to spend time developing relationships, so he calculated 20 lunches @ \$20 apiece to come to the \$400 figure.

Issue addressed about whether lunches should be purchased for someone. Carleen brought up the idea of "gifts" and regulations by government guidelines. Also the issue of entertainment costs for non-profit entities. Jeff agreed to scratch the item altogether.

5. Office Expense: \$200

It was decided that this was adequate.

6. Technology: \$200

John is doing an estimated \$48 work on the website, but Jeff added more to make the number realistic.

7. Dues & subscriptions: \$200

The number may end up being less because currently BAW does not have a corporate membership. The only other organization would be League of American Bicyclists (LAB) is \$50 annual.

INCOME:

Membership: \$10,000

1. Individual & Family
2. Organizations – i.e. Chinook
3. Businesses

Sponsorships are listed separately for reporting purposes because they get something in return. Question/Comment: Donations are tax deductible, but is Membership tax deductible because you get something in return?

Jeff said that was a good point and is changing Memberships to Donations on the budget.

Added 3 categories: Indiv. & Family, Organizations & Business to the budget and kept the income under donations for tax purposes right now. At the next meeting the topic of Membership costs will be addressed.

Carleen mentioned In kind donations: i.e. printing.

Jeff proposed the concept of matching funds for donations. And 3BRC can qualify for contributions through United Way. Idea was brought up that agencies have difficulty with contributing through United Way while giving to other non-profits.

Conclusion: be sensitive on the issue of donations.

Inland Empire Century income \$500 added to income to total \$30,500.

Share the Road Funds have offsetting expenses below. Nothing in the budget yet.

Tabled Discussion:

1. Bicycle shops' sponsorships of the brochures - concept is that they pay a certain fee for inclusion in the brochures. This will help cover printing costs.

Dave Burkowitz with REI, which is a large corporate entity, said they don't have an advertisement budget per se.

Question: What would entice a local bike shop to be a sponsor? Hopefully they would see the benefit of being included. In the Share the Road program, if their name is in the brochure but they haven't sponsored, then the brochure is devalued.

Content of the publication is educational. Bike shops would get copies of the guides. Question:

Should we charge \$1 for the brochure? One publication is a maintenance brochure, so should we charge the shops so they can hand out the brochures when they sell a bike?

Carleen brought up the idea of pop-up maps within the brochures. Value increases with a map included. Jeff said that there is a map publication process already, so maybe 3BRC could include a link to the website to get to the most current map.

Damion brought up the idea that the "Street Smarts" & "Share the Road" publications be included with sale of bikes or even bike helmets, so the target audience is reached.

Jeff suggested that in regard to the educational materials, John & Damion could look into whether we should charge for the materials and then give their recommendations at the next meeting. Question posed to Damion: he said he could work on that project.

Jeff posed the question, "How do you feel about charging for the brochures?" Mark Showalter asked, "What's in it for me? Who wants these brochures?"

Jeff said there will be a diminishing value as time goes on; the greatest value will be in the beginning. Value may be in having the cities on our side, i.e. with the Share the Road program.

Idea of Public Service Announcements, and distributing brochures from REI to bike customers, but at the price of \$1. Maps have value and people should be willing to pay for a map.

Jeff said this conversation brings us back to what are we all about? 3BRC: Safety in the community, education through certified instructors and communicating with cities to make drivers aware and help bikers be safer.

Tabled promotional expenses for now.

Budget:

Travel item: Seek funding for conferences. Jeff would like to see 3BRC representation at the Pro Walk/Pro Bike conference in fall of 2012.

Vests: Carleen brought up the topic of vests and said visibility is a value in vests. Everyone in the room was

interested in buying vests. Perhaps at the Inland Empire Century, the vests could be used as a prize.

Jeff changed the promotional expenses from \$5,000 to \$0. Subject to the changes, Jeff asked for a motion to approve the budget: bringing \$500 for the TC Century, changing the \$10,000 sponsorship (income) to \$15,000, and classifications may change as well. That would bring \$30,500 total income.

Summary: Increased income by \$5000, and decreased the promotional expenses by \$5000, and removed \$400 for meals and entertainment expenses. Total of \$18,756 expenses, \$11,744, with net income adjusted to reflect those changes.

In reply to Andy's question of "How realistic are the donations", Jeff responded that he hopes the 3RBC will get 3 to 5 families at \$1,000 +, add matching funds, United Way, & sponsorships. Targets are bike clubs, corporations, people who are cyclists who have connections with different businesses.

Motion: Carleen moved, Dave seconded to accept the budget. All agreed.

LCI update. Change dates for the 101, so there is enough time to get to the LCI classes by spring or early summer. Cover cost of instructors, offering classes through REI for \$20, could go back to 3RBC to help support our efforts.

3RBC could offer educational LCI program & then they could "work off" their fee and spend time in schools, etc. Per Damion, instructors earn \$20 an hour & the 101 class is a 9 hour class. Majority of Damion's instruction is volunteer.

Jeff: 3RBC's focuses on education. We had great momentum in the first year with the Share the Road program & need another program, i.e. LCI, PSA spots, talking with govt. agencies. This momentum would take the 3RBC to 2012 when the SRS program would be focused on qualifying for a federal grant.

Next meeting on December 13, 2010 where the focus
where will be on strategic planning and developing
outreach and memberships.

Respectfully Submitted

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John Ittner, Secretary/Treasurer