



Bicycling in Greensboro (BIG)

Minutes of January 8, 2015

7:15 p.m., Greensboro, NC

Lewis Recreation Center, 3110 Forest Lawn Drive

Attendance:

Mark Schulz, Chairperson

John Connor, Chairperson Elect

Dusten Winebarger, Director

Nick Harrell, Director

August Elliott

Bryan Paxton

Lloyd Bond, Guest

Yolanda Alston, Guest

Mike Whitson, Treasurer

Tracie Heavner, Secretary

JD Stewart, Director

Laura Peoples, Executive Director

Elizabeth Paashaus

Jody Dietrich

Barry Anderson, Guest

Board members not in attendance:

Michael Plakus, Director

Jenny Edwards, Director

Call to Order and Introductions

John Connor, Chair, called the meeting to order at 7:15pm. John read the mission and vision statement of BIG.

Mission: Bicycling In Greensboro (BIG) is helping to transform the greater Greensboro area into a community that embraces people who ride bikes.

Vision: Bicycling is an integral part of our community. Networks of safe and convenient bikeways and complete streets attract all people and connect our neighborhoods. People feel safe when riding their bikes; all road users share the road responsibly. Our communities value bicycling as a form of recreation and sustainable transportation that connects destinations, strengthens our economy, attracts visitors, and promotes a fun, healthy lifestyle.

Attendees gave brief introductions.

Approval of Minutes

Mark Schulz motioned to approve the minutes of December 18, 2014, Mike Whitson seconded. BIG unanimously approved minutes of December 28, 2014 with minor corrections.

Treasurer's Report

Mike Whitson, Treasurer, presented the Treasurer's Report. Mike is now using Quick Books for the accounting; therefore, the budget is in a new format. Mike went over the Programs/Projects Report, the Profit & Loss Report, and the Balance Sheet with attendees. He also responded to questions from the board regarding specifics of the new format. Mike has spent a significant amount of time learning Quick Books. With the new accounting software, BIG will have the ability to run reports and trend/track; BIG has not had the ability to produce detailed reports previously.

Approval of Treasurer's Report

Dusten Winebarger motioned to accept, Mark Schulz seconded. Treasurer's Report approved unanimously by BIG.

Proposal for New Board Member

John Connor, Chair, proposed that Jody Dietrich take the remaining two year slot on the board that was vacated by Chris Spears. Jody was a founding member of BIG and has recently become more closely involved with BIG again. She responded to all questions of board members.

John proposed that the board vote on his proposal. Mark Schulz seconded.

The board then unanimously voted to approve the proposal. Jody is now a BIG Board Member for a term of two years.

Installation of 2015 Board of Directors

The following 2015 board members were in attendance and took the Oath of Office for board members; if an executive office is indicated, that board member also took the Oath of Office for the executive office indicated:

John Connor, Chairperson	Mike Whitson, Treasurer
Dusten Winebarger, Chairperson Elect	August Elliott, Secretary
Mark Schulz, Immediate Past Chairperson	JD Stewart, Director
Tracie Heavner, Director	Nick Harrell, Director

Elizabeth Paashaus, Director
Jody Dietrich, Director

Bryan Paxton, Director

The following 2015 board members were not in attendance and will take the Oath of Office immediately after the February meeting is called to order:

Michael Plakus
Joe Towfighi

Jenny Edwards

Adoption of 2015 Goals

BIG's 2015 goals were reviewed. See attached.

Mike Whitson motioned to accept. Elizabeth Paashaus seconded. Goals approved unanimously.

Executive Director (ED) Report

Laura Peoples, Executive Director, reported that there has been no change in membership from December to January. The number of members remains at 96.

She reported that she has been in touch with Stephanie Crawford regarding a date for the 2015 Tour de Reason. The tentative date is August 29th. She is waiting for a reply from Stephanie.

Laura reported that BIG needs to set a date for the League Cycling Instructor (LCI) seminar. A task force needs to be created to work on logistics.

Laura announced the dates for the January Technical Coordinating Committee (TCC) and Transportation Advisory Committee (TAC) Meetings. TCC will meet on January 28th at 10:30am. TAC will meet on January 28th at 2pm. BIG would like to have representatives at each meeting.

A meeting is scheduled for January 13th to develop the Friendraising Campaign. The Friendraising Campaign is similar to a fundraising campaign, however, the primary goal has less to do with raising money and is more about making connections and telling people about BIG. The group will establish a date for the first "point of entry" event in February.

Barry Anderson suggested that BIG should go on *2 Wants to Know*. Laura reported that she has relationships with several news outlets, including Tracey McCain of News 2. Laura is open to looking into opportunities with 2 Wants to Know in the future.

Laura introduced an example of a program form. The program form would be used in when a program is being developed (new or existing). A description of the program and its connection to BIG's Strategic Plan, a budget, the number of volunteers needed, and volunteer job descriptions are all covered in the

form. Laura explained that she and Mike Whitson are working on developing a Google spreadsheet to capture this information electronically.

Laura also announced that she will begin Bike Month planning this week. Bike Month will be led and coordinated by BIG, but in a joint effort with the City of Greensboro. Laura would like BIG to plan three really great events for Bike Month; the Ride of Silence being one of them. Elizabeth and Dusten expressed interest in joining the Bike Month task force. Laura will send out a doodle poll for other interested board members and past planning participants.

Laura has contacted various places regarding a new venue for BIG Board Meetings with no luck. Group brought up more options. Laura will check into those.

Volunteer Opportunities

Dusten Winebarger would like to engage the community in BIG volunteer opportunities. Volunteers do not have to be BIG members and can help plan and work at events. The job descriptions aspect of the program form will help volunteers know exactly what they are signing up for and what is expected of them.

Currently BIG is in need of Social Media Volunteer that could take ownership of BIG's Facebook and Twitter.

Bikegso.org Email

Mike Whitson has set up each board member with a bikegso.org email account. Mike will train the board of Google applications next meeting, including: Google drives, and Google spreadsheets.

Kick Off Meeting

Laura Peoples brought up the idea of having a BIG kick off of the New Year party. After some discussion it was decided, however, to have a 10th Anniversary BIG Party during Bike Month instead.

Committees

Laura Peoples asked that board members consider what committees they would like to join for 2015. Committees will be yearlong commitments.

Dusten Winebarger, Elizabeth Paashaus, and August Elliott have committed to the Membership Committee.

Tracie Heavner committed to the Public Relations/Communications Committee.

Mike Whitson and Jody Dietrich committed to the Finance Committee.

Meeting Closure

Mark Schulz motioned for the meeting to close at 9pm. Mike Whiston seconded. Meeting closed at 9:15pm.

3:10 PM
 01/05/15
 Accrual Basis

Bicycling In Greensboro Profit & Loss January through December 2014

	<u>Jan - Dec 14</u>	<u>% of Income</u>
Income		
40000 · Income		
40100 · Grants	3,000.00	11.4%
41000 · Contributions	14,563.19	55.5%
42000 · Memberships	2,050.00	7.8%
43000 · Fundraising		
43200 · Sales	255.00	1.0%
43100 · Apple Pie Ride	6,275.00	23.9%
Total 43000 · Fundraising	<u>6,530.00</u>	<u>24.9%</u>
44000 · Other Income	114.28	0.4%
45000 · Assets Released From Restrict	0.00	0.0%
Total 40000 · Income	<u>26,257.47</u>	<u>100.0%</u>
Total Income	<u>26,257.47</u>	<u>100.0%</u>
Gross Profit	26,257.47	100.0%
Expense		
60000 · Management and Admin Expenses		
60007 · Bonuses	80.00	0.3%
60900 · Business Expenses		
60940 · Bank Fees	6.00	0.0%
60920 · Business Registration Fees	5.00	0.0%
60930 · Entertainment	25.75	0.1%
Total 60900 · Business Expenses	<u>36.75</u>	<u>0.1%</u>
62100 · Contract Services	22,000.00	83.8%
65000 · Operationing Expenses		
65070 · Organization Dues/Subscriptions	275.00	1.0%
65060 · Insurance	975.40	3.7%
65020 · Postage, Mailing Service	149.00	0.6%
65030 · Printing and Copying	835.54	3.2%
65040 · Office Supplies (OLD)	138.76	0.5%
65050 · IT Services	1,025.71	3.9%
Total 65000 · Operationing Expenses	<u>3,399.41</u>	<u>12.9%</u>
65100 · Other Types of Expenses		
65160 · Square Fee	16.12	0.1%
65170 · PayPal Fee	173.01	0.7%
65110 · Marketing	125.00	0.5%
65180 · Other Costs	361.79	1.4%
65185 · Staff Development	449.00	1.7%
Total 65100 · Other Types of Expenses	<u>1,124.92</u>	<u>4.3%</u>
69999 · Unknown Expense	48.82	0.2%
Total 60000 · Management and Admin Expenses	<u>26,689.90</u>	<u>101.6%</u>
70000 · Program Expenses	3,398.45	12.9%
80000 · Fundraising Expenses	3,876.16	14.8%
Total Expense	<u>33,964.51</u>	<u>129.4%</u>
Net Income	<u><u>-7,707.04</u></u>	<u><u>-29.4%</u></u>

3:05 PM
01/05/15
Accrual Basis

Bicycling In Greensboro
Balance Sheet
As of December 31, 2014

	<u>Dec 31, 14</u>
ASSETS	
Current Assets	
Checking/Savings	
10100 - First Citizens	4,712.11
10200 - PremierNotes	6,941.31
10400 - Scott Trade	48.01
Total Checking/Savings	<u>11,701.43</u>
Total Current Assets	<u>11,701.43</u>
TOTAL ASSETS	<u>11,701.43</u>
LIABILITIES & EQUITY	
Equity	
30100 - Unrestricted	
30110 - Unrestricted NA	7,527.84
30120 - Transfer to/from Unrestricted	6,176.60
Total 30100 - Unrestricted	<u>13,704.44</u>
30300 - Restricted NA	
30320 - Use Restricted	5,704.03
Total 30300 - Restricted NA	<u>5,704.03</u>
Net Income	-7,707.04
Total Equity	<u>11,701.43</u>
TOTAL LIABILITIES & EQUITY	<u>11,701.43</u>

3:25 PM

01/05/15

Accrual Basis

Bicycling In Greensboro Programs/Projects Report December 2014

Type	Date	Name	Memo	Account	Amount
Mgmt & Gen					
Deposit	12/15/2014	Duke Energy Premier ...	Deposit	44010 · Interest	6.71
Bill	12/16/2014	Alliance for Biking and...	Dues for calendar...	65070 · Organization Dues/Subscriptions	-100.00
Bill	12/18/2014	Jody Dietrich (V)		60007 · Bonuses	-55.00
Bill	12/18/2014	Mark Schulz (V)		60007 · Bonuses	-25.00
Bill	12/25/2014	Laura Peoples		62140 · Executive Director	-1,837.00
General Journal	12/28/2014	AD ED	Dec release	45100 · Satisfaction of Use Restrict	916.66
Total Mgmt & Gen					-1,093.63
Fundraising					
Bill	12/12/2014	A Bolder Image	300 4/4 Postcard...	81000 · Fundraising Purchases/Rentals	-101.41
Total Fundraising					-101.41
Membership					
Sales Receipt	12/15/2014	See PayPal		42000 · Memberships	60.00
Sales Receipt	12/15/2014	See PayPal		65170 · PayPal Fee	-2.02
Total Membership					57.98
Temp Rest - Use					
General					
Sales Receipt	12/08/2014	CFGG:CFG14F		40110 · Foundation	3,000.00
Total General					3,000.00
ExecDir					
Sales Receipt	12/08/2014	AD ED	Deposits directly i...	41000 · Contributions	1,152.00
Sales Receipt	12/22/2014	AD ED	Amount Deposite...	41000 · Contributions	672.00
General Journal	12/28/2014	AD ED	Dec release	45100 · Satisfaction of Use Restrict	-916.66
Total ExecDir					907.34
Total Temp Rest - Use					3,907.34
TOTAL					2,770.28

Bicycling In Greensboro 2015 Goals

The following goals reflect the SMART model:

- S – Specific
- M – Measureable
- A – Achievable
- R – Realistic
- T – Timebound

BIG will evaluate each effort to support these goals to determine the impact each effort has on achieving the goals and the impact the efforts have in the greater community.

1) Advocacy

- a) A representative from BIG will attend every Technical Coordinating Committee meeting and every Transportation Advisory Committee (TAC) meeting in 2015 in order to ensure that transportation projects throughout the Metropolitan Planning Area (MPO) incorporate bicycle facilities wherever possible.
- b) Representatives from BIG will meet, in person, with each Greensboro City Council member of the TAC four times before December 31, 2015; representatives will meet with all other TAC members at least twice during the same time period. At these meetings, representatives will discuss Greensboro's efforts towards achieving Silver status in the League of American Bicyclists' Bicycle Friendly Community program and efforts in improving bicycle facilities throughout the MPO.
- c) Representatives from BIG will meet, independent of all other committee meetings, with the following City of Greensboro staff members at least twice each before December 31, 2015:
 - i) Jim Westmoreland, City Manager
 - ii) Adam Fischer, Director, Greensboro Department of Transportation (GDOT)
 - iii) Tyler Meyer GDOT Transportation Division Manager and GUAMPO TCC Chairman
 - iv) Daniel Amstutz, GDOT Transportation Planner and GUAMPO BiPed CoordinatorThese meetings will be used to communicate specific needs for bicycle facilities and to determine how best to support GDOT efforts to attain Bicycle Friendly Community Silver status. Whenever possible, these meeting will be held during a bike ride.

2) Education

- a) BIG will certify six League Cycling Instructors (LCIs), through the League of American Bicyclists' Ride Smart program, before December 31, 2015 in order to facilitate bicycle education throughout the area.
- b) BIG will host one Traffic Safety 101 class for area group ride leaders before May 1, 2015.
- c) BIG will hold at least four public training classes led by an LCI (similar to our Changing Gears training sessions) before December 31, 2015.
- d) BIG will lead one "Up-to-Speed" ride group for beginner cyclists to convene no later than April 1, 2015. The group will be limited to 15 people and will teach the riders how to ride in a group,

navigate traffic, and will begin with minimal mileage and increase to no less than a 20-mile ride by June 30, 2015.

- e) BIG will host one bike rodeo for elementary school aged children by December 31, 2015.
- f) Representatives from BIG will directly address bicycling education at two community events (community meetings or events, civic organization meetings, business meetings, etc.) and two first responder events (events where fire safety and emergency medical service personnel, area police and sheriffs, campus safety, etc.).
- g) BIG will collect baseline intake surveys from no less than 75% of Changing Gears bicycle recipients during 2015; Changing Gears will give away no less than 110 bikes before December 31, 2015.

3) Community

- a) BIG will renew 60% of the current membership as of December 31, 2014 by December 31, 2015.
- b) The BIG membership will consist of 175 total members by December 31, 2015.
- c) BIG will have defined corporate partnerships and will have three corporate partners in place by December 31, 2015.
- d) BIG will have defined community partnerships and will have five community partners in place by December 31, 2015.
- e) BIG will have grown the local Bicycle Benefits program by nine businesses by December 31, 2015.
- f) BIG to coordinate Bike Month 2015 with at least five events that have at least 10 participants at each event by May 31, 2015.

4) Capacity

- a) BIG will purchase accounting software and deploy it by March 31, 2015.
- b) BIG will have converted all board communication to Google by February 28, 2015; this will include Gmail and Google drive document/photo storage.
- c) BIG will have a proposal for a web platform plan of action by the February 2015 board meeting.
- d) BIG will have a Membership Development plan in place by March 31, 2015.
- e) BIG will apply for no less than four grants in 2015; combined funding awards will be no less than \$10,000.
- f) BIG will have a Communications Plan in place by March 31, 2015.
- g) BIG will communicate successes of programming efforts within 48 hours of event throughout 2015; communications will include, but are not limited to blast emails through web platform and posting on Facebook.
- h) BIG will engage no fewer than 50 volunteers by December 31, 2015; will track volunteer hours at each programming event; will offer awards volunteers to the top three volunteers with the most hours logged during 2015.
- i) BIG will operate within its adopted budget.
- j) BIG will develop five significant policies and the procedures to implement those policies by December 31, 2015.

BIG Executive Director's Report

January 8, 2014

December Active: 96 January Active: 96

2015 Tour de Reason and 2015 Apple Pie Ride

Emailed Stephanie Crafford that we are okay with August 29, 2015 for the Tour de Reason.

2014 Community Foundation of Greater Greensboro Fall grant cycle

Regarding BIG hosting an LCI seminar:

- BIG needs to set the date for the seminar: April 10-12 (Rites of Spring), 17-19 (Charity Ride for ALS – Summerfield) or 24-26 (Pedaling for Home – Burlington)
- BIG must select a Site Facilitator (local contact to oversee the logistics of the seminar): Laura Peoples
- 90 days prior to the seminar, BIG must submit a Memorandum of Understanding to the League of American Bicyclists listing the Site Facilitator and date and location of the seminar
- 21 days before the seminar, there must be at least 8 qualified, paid registrants (there is an upper limit of 16 people)
- Once our seminar is approved, BIG must market the seminar to ensure there are enough qualified, paid registrants
 - Summit contact list,
 - BIG contact list,
 - various bike clubs throughout the state,
 - local NC Highway Patrol,
 - Greensboro Police Department and Guilford County Sherriff Department,,
 - College campus contacts,
 - bike shops, etc.
- Determine

January TCC/TAC Meetings

TCC – January 28, 10:30am – 12:00pm

TAC – January 28, 2:00pm – 4:00pm

Friendraising Campaign

Meeting set for January 13 with key individuals to begin developing the campaign. Will establish the date for the first “Point of Entry” event for February.

Program Form

Began development of a Program Form that will help us tie our programs to our Mission, Strategic Plan and 2015 Goals.

Meeting Venue

- Earth Fare – not an option – already booked
- Deep Roots – left message
- Katherine Clay Edwards Branch Library – small meeting room available – would have to leave by 8:45pm
- Action Greensboro – cannot accommodate us outside of business hours