

Minutes from SFBC Board Meeting of March 22, 2016

Attendance:

Present:

Brianne O'Leary Gagnon (President)
Lawrence Li (Treasurer)
Amandeep Jawa (Secretary)
Shirley Johnson
Mary Kay Chin
Jenn Fox
Lisa Fisher
Rocky Beach
Andy Toeppen
Andy Thornley
Paul Supawanich
Zack Stender
Vanessa Christie
Lainie Motamedi

Staff:

Nancy Buffum
Brian Wiedenmeier
Chema Hernández Gil

Guests:

Ed Hasbrouck
Maic Lopez
Jiro Yamamoto
Jeremy Pollock
Marc Brandt
Madeleine Savit

Absent:

Leah Shahum

Quorum:

Meeting Time: 6:30pm - 8:35pm

Consent Calendar:

- *Motion to approve Consent Calendar carried but with the following change to the February minutes (Shirley moved / Lawrence 2nded: 9-1-2 abstain)*

The original sentence was:

“In particular, to make it clear that there would not be time to address member privacy or membership voting rights related changes to the bylaws this year.”

The revised sentence is:

“In particular, to make it clear that there would not be time to hold a vote

on member privacy or membership voting rights related changes to the bylaws this year.”

Board President Update: Brianne

- Discussion of Respecting Board Member Time
 - Give 24 hours before expecting a response by email
 - Be respectful of Board Member’s time as volunteers

Board vs Staff Purview Discussion

- suggest read Blue Avocado site: <http://www.blueavocado.org/content/governancesupport-model-nonprofit-boards>

Proposed Event: Leadership Panel as Part of ED Search

- Suggested (4/14) Day before ED Resumes are due
- Brianne has asked to move to June/July to be part of Strategic Planning

Comm

- Discussion of splitting into panel & board mixer out of deference to staff time
- Group agreed to do a informal board mixer, moving panel into separate event

Executive Director Update & Program Report: Margaret

- San Jose Avenue: The northbound pilot on San Jose Avenue has been a success! The City is looking to upgrade the bike lane with physical concrete barriers, to be timed with a repaving later this year. We are working with the SFMTA, Planning Department and Supervisor Wiener to find opportunities to add murals to these concrete barriers to add a creative aesthetic and community ownership of the bike lanes.

- 2nd Street: Two blocks of new bike lanes are going in right now between Market and Howard as a near-term improvement before the full 2nd Street project begins construction later this year.

- Bicycle Wayfinding: After years of planning and identifying funding, the SFMTA is looking to overhaul the bicycle route signage citywide with 1,200 new signs that are much larger and show distance and estimated travel time to popular destinations. The first signs will be installed by May and full rollout with 50 signs/month will begin later this year.

- LOS Reform: We strongly supported the Planning Department’s proposed change to immediately begin using a new metric for environmental review, called Vehicle Miles Traveled (VMT), which was passed by the Planning Commission. This is a far better metric that encourages transportation and land use projects that improve biking, versus the former measure, vehicular level of service (LOS). This is a monumental step in the right direction, and we continue to work with City agencies on seeing its effect on delivering bike projects faster.

- Bike Share: Earlier this month, we jointly submitted a letter to the Metropolitan Transportation Commission along with Bike East Bay, Silicon Valley Bicycle Coalition, Walk Oakland Bike Oakland and TransForm, to establish a Bike Share Equity Fund. This letter is the start to a broader, intentional conversation to ensure the Bay Area bike share system serves everyone. The areas of focus include:

- providing accessible, low-income memberships,

- ensuring an equitable geographic distribution of stations and
- increasing employment opportunities for local residents who need them the most.
- Over 60 schools have already signed up to participate in Bike & Roll to School Week (April 18-22).
- BTWD 5/12 nominations for Commuter & BF Business of the Year
- Funding
 - The SFMTA two-year capital budget will go before the Board of Supervisors in April, which includes a significant number of exciting projects to get kicked off and/or constructed in the next two years.
 - The five-year Capital Improvement Program looks to get approval in May, which lays out the roadmap for the project pipeline and includes over \$250 million over the next five years for critical bicycle and pedestrian improvements throughout San Francisco.
 - MM spoke earlier today (3/22/16) at a press conference organized by Sup. Avalos to call on the Board of Supervisors to increase the funding allocated through the Transportation Sustainability Fee.
- Member Survey Discussion
 - Done every 2 years
 - The member survey is a project led and executed by the staff and not the board.
 - There was details discussion of two questions relating to member privacy preferences (see questions below*):
 - Notes from Margaret's Presentation:
 - Based on specific feedback regarding some conflation between who was sending the survey, the staff or the board, last week staff updated the survey language as follows. "The staff of the SF Bicycle Coalition would like to learn more about our members' communication preferences." Additionally, based on some specific feedback regarding the CA Corporations Code, staff added some specific language as follows "If the organization believes it offered a reasonable alternative to providing the member list, the organization may petition the superior court to set aside the demand for the member list."
 - In planning the 2016 member survey, the staff felt it was important and timely to take advantage of this biennial opportunity to survey our members regarding their communication preferences in terms of hearing from other members.
 - Many questions about the definition and meaning of membership were raised in 2015. In the fall in particular, there was much speculation about whether members would like to be contacted by fellow members regarding organizational business, or whether they would prefer not to be so contacted; however, the discussion was largely speculative as the organization has had no robust data on this point.
 - In 2015, the organization turned over the member contact list four times. This was unprecedented in the history of the organization, and a source of great concern to many staff. Receiving and evaluating requests for the member list is a staff-level responsibility. There is concern that turning over the list has or will impact staff's ability to communicate effectively with our members. Thus, it's appropriate for staff to follow up to gauge members' comfortability with this mode of communication from other

members.

- The questions deliberately do not include any questions about changes to the bylaws, board voting, elections processes, etc, as those items relate to governance and thus are beyond the scope of staff in surveying the membership. The scope of the member survey typically includes questions regarding bicycling, bicycle advocacy, member services, membership and optional demographic information.

- As stated previously, the organization only surveys our members on this scale every two years. Last year's events strongly informed staff's desire to take advantage of this opportunity to hear from our members. The member survey provides an anonymous and safe forum for members to express their preferences on this issue.

- Staff included the questions in the hope that the information gathered might be informative to conversations around membership when we get to the Strategic Planning process, conversations which we welcome and look forward to having, and which are not preempted or prevented with the inclusion of these two questions.

Notes from Board Discussion:

- Discussion of the survey as a staff owned, not board-owned activity, however some board members felt these specific questions could be interpreted to be about governance and privacy issues which are outside of staff purview.

- Some board members felt the questions came off as a "push poll" offering limited detail or context to enable a member to understand all of the issues before weighing in

- Some board members agreed with the questions & the intent, but felt that these questions were not well timed or worded given the recency of the contentious bylaws vote and election

- Some board members expressed support for the staff's point of view.

Committee Updates:

Finance: Lainie

- Emailed proposed budget for FY 2016-2017

- Same process we've gone through with staff to create

- increased revenue due to grants

- changes to MTC contracts that have been slow going, so we reduced those numbers

- included ED search costs as previously approved

- added more transparency on pro bono & in kind donations

- discussion of the importance of individual contributions

- membership dues are a big part that influence foundation grants

- keep an eye on it

- *Motion to approve FY 2016-2017 budget carried (Jenn moved / Rocky 2nded: Unanimous)*

Personnel: Jenn

- ED Search

- Hired Jean Fraser as search consultant
- Briefed staff
- Job description has been posted
 - 5 applications so far
 - edsearch@sfbike.org
- Polled Staff as to ED qualifications
- Scheduled 3 rounds of Interviews 5/7-8 May 21/22nd June 4/5th
 - hold one meeting as a Board Meeting & make final decision
- Discussion of Staff Survey
 - biggest two:
 - experience managing managers
 - public speaking
- Ask to do outreach calls & emails
- April Board Meeting will have Interview Training

Fundraising: Rocky & Brian

- first committee meeting last week
- 3 focus areas
 - review of budget
 - reviewed major donor prospects & business donor prospects
 - big audacious ideas brainstorm
- Raised over 90K sponsorships for BTWD
- Bonnie Walton is stepping down as Event Planner after BTWD
- SFMTA is doing MUNI BTWD ads as a sponsorship
- Good Business Partner Support: Kaiser just signed on

Strategic Planning: Shirley

- Committee is looking into how other organizations do Strategic Planning
- Intend to focus on member communication as one part of Strategic Planning process

Discussion on Recording How Board Members Vote in Meeting Minutes: Shirley

- No legal requirement as to what goes in meeting minutes
- Discussion of pluses & minuses of recording each Board Member's votes
 - Negatives:
 - Loss of context of discussion & all the perspectives brought up at meeting
 - Potential for loss of board unity, as it is important for the Board to speak with one voice after internal consensus is reached
 - Positives
 - As this would only apply to public votes, no real loss since members can attend meeting & thus the information is public
 - Doing so would increase transparency
- No decision reached

Member Comments:

Madeleine Savit: Regarding recording board member votes:

- Be adults, put on big boy pants, and be counted

Marc Brandt: Regarding recording board member votes:

- Bicycle Advisory COmmittee does this
- We are all part of this process and transparency is important

Jiro Yamamoto: Regarding recording board member votes:

- If I hadn't attended I wouldn't know how to vote for Board members
- gives accountability to membership

Ed Hasbrouck:

- Happy staff are looking into email issues
- Regarding membership survey:
 - called it a push poll
 - complaint wasn't about privacy, but rather other questions
 - staff should be consulting members
 - be skeptical to loaded question

Maic Lopez:

- Regarding membership survey: Congratulate Margaret on actually asking on voting

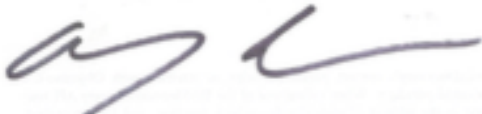
Jeremy Pollock: Regarding recording board member votes:

- encourage Board to adopt policy as showing transparency
- better to share perspectives by doing this

Madeleine Savit: Regarding membership survey:

- suggested doing more survey prep work
- called it a push poll
- not of caliber of SFBC

Signature of Board Secretary:



Amandeep Jawa

* The two questions from the member survey were:

How comfortable are you with having your contact information (home address and email) shared with another member to communicate with you about organizational business?

- Very Comfortable
- Somewhat Comfortable
- Neutral
- Not Very Comfortable
- Uncomfortable

Please indicate your level agreement with the following statement, 'I would like to be

contacted directly via email by other SF Bicycle Coalition members regarding organizational matters.'

- Strongly agree
- somewhat agree
- neutral
- somewhat disagree
- strongly disagree