

---

# Board of Directors Meeting

## San Francisco Bicycle Coalition

6:30pm - 8:30pm Tuesday July 26, 2022

Contact the Board - [board@sfbike.org](mailto:board@sfbike.org)

### Mission

The San Francisco Bicycle Coalition works to transform San Francisco's streets and neighborhoods into safe, just, and livable places by promoting the bicycle for everyday transportation.

### Community Agreements

- Relationship Grace
- 10 People-10 Truths
- Inquisitiveness
- Move Forward-Move Back
- Intention-Impact
- Confidentiality-Anonymity
- Accountability
- Meet Each Other Where We Are, Without Judgment
- Question Ideas, Not People
- Critique To Improve

---

## Directors

<b>Name</b>	<b>Pronouns</b>	<b>Present</b>
Allison Arieff	she/her	n
Danny Sauter	he/him	y
Dave Alexander	he/him	n
Jason Ford	he/him	y
Jean Kao	she/her	y
Joanna Gubman	she/her	y
Juli Uota	she/her	y
Kat Chen	she/her	y
Karen Wiener	she/her	y
Lucas Lux (Treasurer)	he/him	y
Lisa Ratner	she/her	y
Marie Jonas (President)	she/her	y
Meaghan Mitchell	she/her	y
Roan Kattouw	he/him	y
Sarah Barnes (Secretary)	she/her	y

## Staff

<b>Name</b>	<b>Pronouns</b>	<b>Present</b>
Janelle Wong (Executive Director)	she/her	y

## Public Registered Attendees

<b>Name</b>	<b>Pronouns</b>	<b>Present</b>
Molly Hayden		n

Trevor Fisher		n
Jerry Reiva		n
Michael Howley		n
Parker Day		n
Elizabeth Creely		n

## Agenda

### Open - Board President

6:30pm

### Intros - All

6:30pm - 6:40pm (10m)

### Public Comment - Guests

6:40 pm - 6:55 pm (15m)

No public comments.

### Monthly Actions & Updates - Executive Committee

6:55 pm - 7:30 pm (35m)

1. Prior meeting minutes (5m)
  - Purpose: Open → Narrow → Close
  - Approve the prior meeting minutes.

**Update:** Need to correct spelling of Karen's name in Meeting Minutes. Unanimous approval of meeting minutes (Roan abstains due to his absence from last month's meeting).

2. Board @ email summary (5m)
  - Purpose: Information
  - Summary of emails sent to [board@sfbike.org](mailto:board@sfbike.org)

**Update:** Sarah updates the Board on emails received and our responses to members. Janelle responds to Board questions about the emails, and the impact member outreach has had on Golden Wheel. Janelle notes that the advocacy team will start sharing more communications and inputs to help keep members informed on SFBC's work.

3. Finance report (10 m)
  - Purpose: Information
  - Update on our financial performance and forecasting.

---

**Updates:** The organization is still behind budget for June. We are at 1.2X monthly expenses for cashflow. We have some timing issues related to receiving donations, and we expect multiple major donors to land later this month. Janelle is going to continue hosting calls and meetings with donors, and the Staff are working on creating a more streamlined process for donor outreach. We are 15% below our expenses, and Staff continue to be prudent in spending. We are updating our membership renewal document, and we will also have a digital membership. We are having a fall membership drive too that should help bring in more members. We will continue to fundraise through the end of the calendar year.

We are going to test peer-to-peer fundraising for the Board, so that the Board can involve their network. Karen notes that it would be good to figure out what types of content resonate with our members to increase funding. Juli notes that Board Members should share the Development Director job posting via LinkedIn. Karen asks if we have a button machine to create buttons for Golden Wheel to encourage people to come talk to us about what members care about. Juli notes that we do have a button machine and could make this happen.

4. ED Report (15 m)
  - *Purpose: Information*
  - Update on the Strategic Plan and work of the organization.

**Updates:**

- **General Updates**
  - Priority is hiring a Director of Development
  - Internal culture: Staff are feeling some stress at the moment leading up to Golden Wheel. Everybody is rallying together to make the event a success.
  - We are going to do more vocal work around our advocacy development
- **Development**
  - Golden Wheel is happening on Thursday, and a lot of work is centered around this event.
  - We pulled back on Summer Appeal due to concerns about Golden Wheel.
  - Major donor outreach continues.
- **Advocacy**
  - Three JFK ballot measures coming in November (Access for All, Counter-measure, Parking Garage)
  - Prop K Sales Tax Extension is also on the ballot (supports paratransit too)
  - Slow Streets: There are 22 temporary slow streets that all need to be approved by SFMTA, with designs and infrastructure approvals (includes Slow Lake)
    - SFMTA and Board of Supervisors are on recess in August, coming back in September

- 
- Bike It Forward event: B-Magic event that provides free backpacks to kids for back to school, SFBC will be bringing bikes, we need volunteers, we also need larger frame bikes
  - Question about Great Highway Park pilot. Mar introduced this pilot, and Chan / Melgar would like to push for Saturday opening.

**Business Membership Brainstorm - All**

7:30 pm - 8:00 pm (30m)

- *Purpose: Open*
- Discussion of current business membership benefits and creative options to increase reach in the COVID climate.

**Update:** Lisa is facilitating this session. Our goal is to raise funding via Business Memberships for 2022. Joanna and Lisa share information from interviews with different firms about how the Bicycle Coalition could support their business. Encourages each Board Member to interview at least one business.

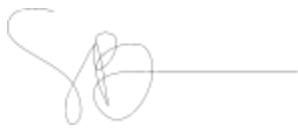
**Move to close 501(c)4 meeting, and move to 501(c)3 meeting.**

Board president adjourns meeting.

**Close - Board President**

8:30pm

The next regular meeting of the San Francisco Bicycle Coalition Board of Directors is scheduled to take place Tuesday, August 23rd, 6:30-8:30pm via Zoom.




---

**Signature**

Sarah Barnes, Secretary

---

**Name, Title**



August 23rd, 2022

---

**Date**