

Board of Directors Meeting – Minutes (DRAFT)

Wednesday April 4, 2018

2975 Jutland 6:30 pm – 8:00 pm

PRESENT	REGRETS
Mia Frankl, Jack Wessel, Andrew Cripps, Lana Taves, Chris Foord, Corey Burger, Theresa Gulliver	Hu Wallis
Guest Kaitlyn Bailey	STAFF
	Cheryl Serpanchy, Courtenay Nielsen, Sarah Sproull

Item	Topic	Details
1	Call to order	Meeting called to order at 6:36 pm by A. Cripps.
2	Approval of agenda	Motion to approve agenda as presented by A. Cripps by C. Foord, Seconded by T. Gulliver. Carried.
3	Approval of previous minutes	Motion to approve Minutes from February 13, 2018 by C. Burger, Seconded by J. Wessel. Carried. Motion to approve Minutes from March 7, 2018 by T. Gulliver, Seconded by C. Burger. Carried.
4	Business arising from previous meeting	Deferred to a later meeting.
5	Treasurer's report	March Financials as Presented by J. Wessel: <ul style="list-style-type: none"> • Money (revenue) is in the bank account earlier this year and is on track so far • Expenses are up in comparison to this timeframe in 2017, operations are at 6 months, fairly on schedule.

		<ul style="list-style-type: none"> • At this time projecting a possible deficit of \$10k, but we overcame a \$13k loss one year. We should be able to float a loss. • Projected revenues are conservative.
6	Executive Director's report Staff Report	<p>T-Shirts (Sarah Sproull)</p> <ul style="list-style-type: none"> • Shirts ordered, arrived April 13. • 1215 to VIHA, 750 for BTWW • Sublimated, not printed (dyed on), same price, quote was \$16k (actual \$24k), \$14k being paid from VIHA <p>TG Question: Logos on the back? SS: yes but but not VIHA because of the coverage area, did not want lower island business in Nanaimo</p> <p>Charging for Shirts? In past were free, in 2017 charged \$20 each, out cost was \$10.20/each, VIHA charged \$10.60 each. Do we charge? To who? For how much? Discussion. Conclusion – Board decides to sell shirts to Team Captains and Volunteers at \$10/each and to the public at \$20 cash or \$25 charge (770 shirts) Messaging is that cost directly covers the Society's cost of production.</p> <p>MOTION by C. Foord to obtain 3 square credit/debit processors to collect payment at Celebration Stations, no abstentions. Carried.</p> <p>ACTION – Cheryl to purchase the squares</p> <p>Posters</p> <ul style="list-style-type: none"> • Going to print on April 10, Jamie who has been designing is a volunteer, need to provide final consensus. • GoByBike has required elements but not the logo • Will use the BTWW format / logo and need to include a sentence about the Gaming Foundation <p>MOTION by C. Burger to approve the poster design as presented, no abstentions. Carried.</p>

ACTION – Cheryl to verify use of BC Province logo and flip the image of the cyclists

ACTION – Cheryl to order the 4x17 height coroplast poster for the Launch

Fundraising

- Received \$1000 from Telus, asked BC Hydro for \$3000, Tour de Victoria gave \$150, Telus will be at the celebration stations, Schwab Tire gave \$750 (\$250 in cash, \$500 in kind), Gaming \$13k (for skills and BTWW), \$1050 from GoByBike
- Nearly all 2017 grantors gave again for 2018
- Still waiting on the municipalities, VanCity gave \$5000k and another \$1500

Discussion around a “Sponsor package” designed by previous staff for skills courses, how and when to mobilize this? How to grant the funds donated.

ACTION – Courtenay to explore after BTWW

Celebration Stations

- 22 stations this year, no VI Tech Park and no Portage Park due to construction.
- Could add Fairfield at Moss but not tied to any bike shop
- Janion Plaza would also be a central station
- Want something different every day even if at the same location, keep people coming back.
- Board wants times to stay the same 6:45 am to 8:45 am, not 7-9
- Can we add a station at Fort St? Showcase the new bike lane.
- We need to be careful about running 3 stations at once, that shows we can do more with less money. Not the message we want to send. Also, have to budget for vehicle rentals to distribute the stations.
- Sarah is asking participating businesses to do more so BTW can do less as we are receiving less money

ACTION – Sarah to revise the celebration station schedule and circulate to the board for review

Commuter Challenge same as in 2017, on May 23 2018

April 19 Launch Party

- 11 am to 1 pm, sponsors include Origin Bakery and Phillips, Prima Strada, Whole Foods
- Discussion – who is invited? Proper politicians? Who is confirmed? Too many staff speaking.
- Raffles by Sarah
- Poster and T-shirt reveal
- No to Penny Noble's request to speak

ACTION – Andrew to reply to P Noble

ACTION Chris to follow up with Min of Transportation

Silent Auction

- Prizes/donations coming in, incentive to teams to get their stats in to win a prize
- Make sure to have Silent Auction items and team prize items.

Bike Skills

- See attached reports
- New recruits at a recent “Train the Trainer”
- HUB Family Courses available for us to shadow
- Lana and Coco working on ebike curriculum
- Coco wants to do more mechanics based offers, had a very successful one at UVic recently
- Grants for skills courses underway
- Skills Budget shows draft projections, covers cost of course but minimal revenue generation, any grants would be fodder / bonus

ACTION – Mia & Coco to work on Fort St bike lane courses

ACTION – Coco to look into Traffic Safety Commission funds

8	Other business	
9	Date of Next Meeting	Tentative for April 25, 2018
10	In-camera	In camera discussion held.
11	Adjournment	Meeting adjourned at 8:30 pm.