

Greater Victoria Bike to Work Society  
 Board of Directors Meeting – Minutes  
 Tues Mar 3, 2015. 12 – 1 PM  
 Bike to Work Office

**Present:**  
 John L (phone)  
 Len Meilleur  
 Hu Wallis  
 Rajinder Sahota  
 Kryn Zedel

**Regrets:**  
 Rosemary Sutton  
 Carlene McDonald  
 Andrew Cripps  
 Chris Foord

**Staff: Theresa Gulliver and Lise Richard**

Item	Topic	
1	Call to Order:	Chair: Len M  Moved: Hu W Seconded: Kryn Z  <b>Carried</b>
2	Approval of Agenda  <i>Addition of: Any new business? <b>No</b></i>	Moved: Kryn Z  Seconded: Len M  <b>Carried</b>
3	Approval of Previous Minutes	Moved: Raj S  Seconded: John L  <b>Carried</b>
4	Business Arising from Previous Minutes	<ul style="list-style-type: none"> <li>• Still seeking Treasurer               <ul style="list-style-type: none"> <li>○ Len will email two previous volunteers to 'nudge' and send TG emails (if approved)</li> <li>○ If no pick up, Len will connect with 3<sup>rd</sup> interested volunteer (from his staff)</li> </ul> </li> <li>• App moving forward               <ul style="list-style-type: none"> <li>○ 3pm Wed meeting 03/11/15 with Camosun students, John H, TG and BikeMaps.org developers to discuss</li> <li>○ TG send invite to Len + Andrew to attend if possible</li> <li>○ KZ: recommend launching a more basic app and providing 'upgrades' as students work on and improve software</li> </ul> </li> </ul>

5	Treasurer's Report	<ul style="list-style-type: none"> <li>Rosemary sent by email day before</li> </ul>
6	Executive Directors Report	<ul style="list-style-type: none"> <li>Update on Sponsorship <ul style="list-style-type: none"> <li>Predicting close to \$74k (need \$61k). Expect to be okay for this year's campaign</li> <li>Loss of Uptown and Times Colonist. Gain of Black Press</li> <li><u>Suggestions</u>: Black Press online ads, work with TC Blogger Bryna Hallam</li> </ul> </li> <li>Silent Auction Update <ul style="list-style-type: none"> <li>Confirmed \$7650 (\$3574) less than last year</li> <li>Potential income \$4500 - \$5000</li> <li>10 confirmed 8 pending new sponsors</li> </ul> </li> <li>Prizes Update <ul style="list-style-type: none"> <li>In the waiting game –Lise to contact more and begin following up.</li> <li>\$6693 confirmed. Feel confident to gain = to 2014 support</li> <li><u>KZ: recommended</u> offering bike store to have a ballot box in their stores for the week of BTWW to draw more people in or as an extra connection to the event</li> </ul> </li> <li>BTWW Planning commenced <ul style="list-style-type: none"> <li>May 25 – 31</li> <li>T-shirts ordered</li> <li>Main Poster: COBS</li> <li>Celebration Station planning beginning</li> <li><u>Suggestion</u>: Determine if it's worth having a lottery. TG: will check with CRD</li> </ul> </li> <li>LAUNCH – <b>Fri Apr 10th</b> <ul style="list-style-type: none"> <li>Planning is just starting: <ul style="list-style-type: none"> <li>Location - City Hall</li> <li>CTV MC's</li> <li>Will draft program outline</li> <li>Invite list</li> <li>Who can Volunteer that day?</li> <li>T.L recognition Ideas: <ul style="list-style-type: none"> <li>LM: getting quote for lapel pins for team leaders</li> <li>Shout Out + round of applause at Launch</li> <li>KZ: have media interview a few of the T.L's</li> </ul> </li> </ul> </li> </ul> </li> </ul>

		<p><u>Suggestion</u>: Have Johnson St Bridge map at Launch for info</p> <ul style="list-style-type: none"> <li>• Update on Strategic Planning initiatives <ul style="list-style-type: none"> <li>○ <i>Celebration Station enhancements Summarize</i></li> <li>○ <i>Sustainability policy – Summarize</i> - The consensus among those who responded is to be sure these do not tax our efforts. Agreed.</li> <li>○ <i>Outstanding: Satellite Station framework. Andrew and Lise still working on</i> - Beneficial in directing guidelines for Hilton Hotel’s Satellite Station</li> </ul> </li> <li>• Bike Skills Update <ul style="list-style-type: none"> <li>○ April/May Course schedule out on new (free) online registration system – Checkfront, 6 courses so far</li> </ul> </li> </ul>
7	New Business	None
8	In-Camera	N/A
9	Date of Next Meeting	Tues April 14, 2015 ( <i>after Launch</i> )
10	Adjournment	Moved: John L Seconded: Rajinder S <p style="text-align: right;"><b>Carried</b></p>