

Board of Directors Meeting – Minutes

Tuesday June 20, 2017 12:00 – 13:00

GVBTWS Office, 201-531 Yates Street

PRESENT	REGRETS
ANDREW CRIPPS, JACK WESSEL, MIA FRANKL	Corey Burger, Kryn Zedel, Theresa Gulliver, Chris Foord
	STAFF Amelia Potvin

Item	Topic	Details
1	Call to order	Motion to Call to order at 12:14 pm by A Cripps Moved by M Frankl, Seconded by J Wessel
2	Approval of agenda	Add to “other business” an update from A Cripps on Saturday June 24 meeting with GVCC & Hub Add to “ED Report” a media report from A Potvin Motioned by A Cripps, Moved by M Frankl Seconded by J Wessel
3	Approval of previous minutes	Amend attendance - A Cripps & K Zedel under regrets

4	Business arising from previous meeting	<p>Letter to BTWBC regarding annual funding - letter to come from A Cripps, GVBTWS has been hosting a school component but has not included this in the grant request, need clarity on whether or not we need to include this and will it affect the amount of money we receive? Penny from BTWBC says “bike to school” should not be an added expense to deliver. J Wessel commented on the improvement with the Society’s relationship with BTWBC, however we are the only community who does not have a representative on their Board. A Potvin has been approached but this could be a conflict of interest.</p>
5	Treasurer’s report	<p>April spreadsheet includes May, monies are better than projected, several “large” grants from City of Victoria & Saanich, t-shirts nearing \$19k, higher than expected. Bike Skills also higher than expected close to \$30k now; have completed more workplace lunch sessions (5xs as many as in 2016), silent auction raised approx. \$7000, Have spent \$117k and have \$123, bike to work cost far less this year as well likely because less staff (though very hard on the two we did have, do need paid help for 2018). Areas where GVBTWS can make more money include bike skills, bike friendly businesses and operate the society as an entrepreneurial venture, evolve the structure.</p> <p>Motion to accept by A Cripps</p> <p>Moved by M Frankl, Seconded by J Wessel</p>
6	Executive Director’s report	<p>Commuter Challenge - great results, full roster of teams, 17 of the 19 teams saw the cyclists win, one car won and there was one tie. Also there were high profile public figures in the challenge including Police Chiefs which drew more media attention. Logistics of the day were excellent.</p> <p>BTWW Wrap Up - ample volunteers, many new faces. Cobbs Bread made for a logistic difficulty, perhaps look</p>

for another bread sponsor next year. Held the most celebration stations ever as a result of Pandora Bike Lane, Hilton Hotel, Michell Farms, Bike Maps and others. As such, we may need to invest in more decor for a consistent look among the concurrent stations in the region. Registration numbers were higher however because the 2016 numbers were reported skewed, it does not appear as significant as it is. In 2016 there were 5800 riders and in 2017 there were 6900, unofficially.

Discussion around releasing a statement with the correct numbers from 2016 with an apology. Early counts show the 2017 BTWW had higher numbers than either 2015 & 2016. The overlap of the BTWW with “safe routes to school” doubled (or more) the work, as these courses required 4 instructors and there were multiple courses at multiple schools. The silent auction and prizes will be reported at the next meeting. Ms potvin completed 90% of the BTWW workload which was too much for one person and is not a sustainable model, need something better for the years ahead. Running skills while BTWW is on takes too many resources away from the event.

Online Auction - Projected gross was \$8000, that makes for \$7000 cash, “gobid” does a lot of self advertising and draws on demographics outside BTWW participants. A good value and the sales monies are automatically deposited into our account.

Media Report - have a catalogue document of all media leading up to and during the event, the Navy Base was a huge boost this year with a full two page spread in their publication “Lookout Navy News”, five articles were also featured. UVic and the Ministry of Health also did internal advertising. Bringing in the “Cycling without Age” group also boosted our reach and multiple TV Features on Chex and CTV. Ms Potvin was also interviewed multiple times on local radio along with C Foord who spoke to the event.

Strategic Planning Day Follow Up - A Potvin kept a tracking sheet of action items thereafter, status updates as follows:

J Haggis said he would reach out to the Navy Base and build a relationship, this was successfully achieved.

		<p>J Holland was a crucial asset to photography and driving for the Celebration Stations.</p> <p>K Zedel assisted greatly with food (pancakes) and an idea for a wildcard stamp on the passport</p> <p>Noted are A Cripps, J Wessel and L Richard for their work on a business case for the bike skills component of GVBTS</p> <p>A Cripps suggested he develop a manual for the celebration stations and note areas for improvement (i.e. a handbook)</p> <p>C Burger identified bridging the gap between GVBTS and GVCC, that relationship has started and is underway</p> <p>J Holland posted bike maintenance documents online</p> <p>James was slated to develop grant sources but left for another job</p> <p>Eleanor at the Ministry of Health was going to increase bike skills courses at her Ministry which did happen</p> <p>K Zedel had worked on the passport for 2017, now to increase GVBTS' year round presence</p> <p>No follow up (yet) from GVBTS in the McKenzie Interchange construction</p> <p>Lana was going to start on some Bike to School programming, no updates there yet.</p> <p>C Foord suggested advancing a case to make Bike Skills more profitable.</p>
<p>8</p>	<p>Other business</p>	<p>A Cripps - GVCC & Hub Meeting June 24 2017</p> <p>The agenda is to review planning and funding and where such sources are found, build a better relationship with BTWBC, access media online, how does Hub deliver</p>

		their program economically, what opportunities are there for Victoria, and format the session as part presentation, part discussion. There will be 1-2 people from Hub, 3-4 from GVCC and 2-3 from GVBTS
9	Date of Next Meeting	July 11, 2017 at 12:00 pm, at GVBTS Office, 201-531 Yates Street
10	In-camera	None.
11	Adjournment	Call to adjourn at 1:10 pm by A Cripps, MOved by M Frankl, Seconded by J Wessel.