**ElmCityCycling Quarterly Board Meeting Minutes**

July 12, 2011

**2. Data Consolidation**

* Rob is putting ECC stuff onto Google Docs, with a separate folder for minutes.
* Everyone is now an editor for the whole collection.
* Word docs, etc. get converted into Google Docs format.
* There are Board and general club folders.
* The ElmCityCycling folder should be a public folder (Rob will check this).
* Should we take our old minutes down off the elmcitycycling website?
* Are we using Facebook? We do have a page and Brian Tang can post to it. We should assign someone to look after the Facebook page.
1. **Volunteer Hours Log**
* We need an Action Item spreadsheet of Open, Pending, and Closed tasks assigned to each board member. Jason will make an Action Item list on Google Docs.
	+ How will we track hours? Should we log hours on the Action Item list? Should we review hours at the end of the year? We might need to stay on the honor system. We could review the volunteer hours once per year. Over time, it would become evident if someone wasn’t putting in any effort.
* Does everyone know how to get on Google Docs?

**4. Website**

* David Streever isn’t present, so maybe we should table the website discussion for now.
1. **City-wide Cycling Survey**
* Survey results were quite good, around 740 responses, even gender split, and a nice spread of ages.
* Mark and Tom have thought about how to do the analysis
	+ There is a Harvard researcher who is willing to process all the data for us. They make a map where the lines get thicker where the routes are more popular.
	+ The researcher was asking about $30/hour, for a total in the $1,000 range.
	+ The map could help revise the image of who rides in New Haven.
	+ If we had all the points of origin, each Aldermen in New Haven could get a list of the comments made by people in their district.
	+ They would not look at the open-ended answers; they would just focus on making maps.
	+ Will she give us the raw data back?
	+ **VOTE**: Proposal passes unanimously.
* How do you get from point A to point B. What route do you use?
	+ This was the most important part of the survey
* What about the open-ended responses? Topics: Union station and problems they’ve had cycling in New Haven. A few people volunteered to help summarize the open responses.
* Should we try using an incentive next time to get an even better turn-out? Coupon to a bike store? Free coffee?
* Should we put up a website with the survey results? Brian might help with this.

**6. ECC Century Ride**

* Bill feels we should probably just let it go until next summer. Bill can’t put as much time into it this year as he did last year.
* We need to know by mid-October who is going to do each task for the Century.
1. **Replacing Board members who left**
* Should we start talking about hiring staff to help ECC? We are running a lot of events, and a lot of Board members are getting overwhelmed…
	+ The staff member could look for grants and funding sources, reaching out to local businesses.
	+ The Hartford bike tour hired a staff member who raised $30,000 in its first year.
* Are there philosophical issues involved with hiring someone?
* A staffer could free up time for Board members to focus on big issues like Route 34.
* Let’s consult Chris Heitmann, who has hired staff for his organization in Westville, to see what’s involved.
* A staff member is going to want to report to an individual on the Board, not to the entire Board… This can be frustrating.
1. **Sign up for the next 6 months of tasks**
* Agenda and minutes tasks are filled out for the rest of 2011. People aren’t always following through on the tasks they sign up for… we aren’t policing the tasks list.
* ***Open tasks form the retreat***:
	+ Drafting a mission statement: **Alycia** will take ownership.
	+ Website resign group: Already happened.
	+ Poll on membership issues: Workgroup would come back with options, including membership fees, sweat equity hours, etc. (**Rob, Mark, Sarah,** and **Tom**).
	+ Google Docs: Already done.
	+ Board “packet” in Google Docs.
	+ Committees – work toward an annual report that described what all the committees did over the course of the year.
	+ Nominate a spokesperson or persons to be a contact for the press. (**Dan**, **Jason**, **Mark,** and **Bill**). **Jason** will be the media spokesperson. Mention this on the website. We have an email address: elmcitycycling@gmail.com that Bill now monitors. **Bill** will set it up to forward to Jason’s phone number.
		- Put Jason’s name on press releases as a media contact.
			* We should do a press release on the Tomlinson Bridge Rail Crossing upgrade.
		- Do we want to use our Twitter account?
		- Mark could import his media list into the ECC Gmail account. The press releases could then be quickly distributed.
	+ Insurance for Directors. (**Bill** will get some insurance quotes)
		- Board members could be sued individuals.
		- Just because we are incorporated doesn’t mean we are protected.
		- To be held liable, it needs to be found that you were grossly negligent.
		- Could we reach out to a non-profit that provides insurance advice? What about the Business School? The Yale Law School clinic?
1. **Membership (possible joint with BikeWalkCT)**
* Let’s address this topic at the October meeting.

**10. Open Forum**