

Bike Winnipeg Monthly Meeting

August 13, 2013 – 5:40 to 7:10 PM
Sport for Life Centre, 145 Pacific Ave

Minutes

Directors:

Present: Jeremy Hull (chair & notes taker), Kaye Grant, Charles Feaver, Bill Newman, Loren Brault, Dave Elmore, Jim Falloon

Proxies: Chris Chyphyha was represented at the meeting by Kaye Grant

Regrets: Kevin Miller

Resigned: Barrett Ens resigned from the board effective today (Aug. 13)

Staff: Mark Cohoe (Executive Director), Amanda San Filippo (Bicycle Valet Winnipeg Coordinator)

Members and Guests Present: Jason Carter, Stéphane Dorje, Lucille Levy, Anne Mahdi, Fabian Suarez-Amaya, Bev Peters

1. Review/Approve the Agenda

- The agenda was reviewed/approved by consensus.

2. Approval of Minutes from the previous Monthly Meeting

- The June Monthly Meeting minutes, which were distributed on Aug 5 and posted at biketothefuture.org/about/meetings, were briefly reviewed. Tom McMahon's email with a correction was briefly discussed, and it was agreed that the third point under item #10 of the minutes would be amended to say something such as: Tom is proposing that Bike Winnipeg advocate for more than a 1 metre minimum passing distance. Minutes were approved with this amendment.

3. Treasurer's report – Bill

- Bill's reports for June and July are attached. More detail is available from our web site: <http://bikewinnipeg.ca/about-us/financial-reports/>
- Bill noted that there has been a lot of recent activity in the Bicycle Valet Winnipeg account.
- Jeremy noted that we budgeted for a raise in pay for the Executive Director and should implement this retroactively to April 1. Before putting this into effect Jeremy is to meet with Mark to review his performance to date. Jeremy will provide the exact amount of the raise at the September meeting for approval by the board.

4. Executive Director's report – Mark

- Mark's report is posted at <http://bikewinnipeg.ca/event/bike-winnipeg-august-monthly-meeting/>
- Mark reviewed his priorities for the coming month:
 - 1) McPhillips Hydro ROW Greenway Project
 - 2) Sherbrook Cycle Track
 - 3) Bicycle Valet proposal to the Winnipeg Football Club
 - 4) Fall Fundraising Concert – Oct. 9 at the West End Cultural Centre
 - 5) Membership Drive
 - 6) U of W bikeway connections
 - 7) AGM planning
- Charles, Bill and others suggested more could be done to work through the bike shops and possibly bicycle manufacturers to promote Bike Winnipeg, such as asking them to help pay for promotional materials, provide giveaways or raffle prizes, etc.
- Mark noted that the City has started installing cyclist-activated light signals in a number of places so that cyclists don't have to wait indefinitely for a car to come along and make the lights change. If people notice locations where these signals would be helpful they can contact him and he will pass this on to the City.

- We need volunteers for the Philippine Festival on Aug. 24, the Sherbrook St. Festival on Sept 7, and Ciclovía on Sept 8.
- Bev and Jim volunteered to work on AGM planning.
- Charles volunteered to help review draft proposals for various projects.

5. Bicycle Valet Winnipeg report – Amanda

- Amanda's report is attached.
- She has recorded 506 volunteer hours so far this year.
- BVW receives almost \$200 in tips at each Bombers game.
- She and Mark plan to meet with Colinne of the Winnipeg Football Club to discuss the need for increased support for the operation in view of the much larger than expected level of use of the service.
- BVW has been receiving \$400 per game to park 400-500 bikes. They will be proposing something on the order of \$1500-\$2,000 per game, once they work out their detailed justification. The need for additional equipment and parking will also be dealt with.
- Colinne has been very supportive and they expect to get a positive response to their proposal. This will result in a new service contract.
- Amanda is planning to hire an assistant on contract to work with her at the stadium for the rest of the season and will forward the draft contract to the board for review.
- Amanda is also working towards new signage (banners, etc.) with the BW logo.
- Charles and Fabian noted that there needs to be a tag line to help people understand who BW is. It was noted that we already have the tag line: "More People Cycling More Often." on our website, but that we might consider something like "More People Biking More Often" to match our name. More People Cycling More Often" comes from Bicycle Victoria in Australia.
- It was suggested that BVW information, such the numbers of bikes parked, needs to be put on our web site to help make the connection.

6. Provincial Issues report -- Charles

- Charles' report posted at <http://bikewinnipeg.ca/event/bike-winnipeg-august-monthly-meeting/>
- Regarding the PUB process, we are now working with the Consumers Association of Canada who have intervenor status for the PUB hearings concerning MPI rates. The plan is that James, our lawyer, will be an associate of CAC, allowing him to speak and raise questions on our behalf. We see this as a step towards becoming accepted as intervenors by PUB. They need to be convinced that we will contribute enough to the process to justify the cost of paying for our legal fees and expert witnesses.
- Bike Winnipeg's objectives in the 2013 PUB hearing on MPI are to:
 - a. Demonstrate that automobile collisions with vulnerable road users in Manitoba are significant, both in terms of bodily injury and costs to MPI;
 - b. Argue that the top road safety priority should be to minimize bodily injury and fatality, including for vulnerable road users;
 - c. Demonstrate that MPI road safety initiatives are not currently managed in a way that allows measuring their effectiveness in modifying driver behaviour;
 - d. Argue that MPI's road safety initiatives should be managed to achieve a cost effective reduction in injuries; and
 - e. Describe what drivers need to be told about sharing the road safely with bicycles.

7. Fundraising Committee plans – Jeremy

- Jeremy's report posted at <http://bikewinnipeg.ca/event/bike-winnipeg-august-monthly-meeting/>

8. Bike Winnipeg promotional handouts – Jeremy

- Jeremy prepared a stop gap promotional card – 1/3 of a page size – and got a set of them printed. The idea was to give them to BVW customers.
- He had discussions with Dimension Design about getting a professionally designed version of this handout, but through an email discussion/review by board members it was decided that the price quote for design work (\$465) was too much for our budget.
- In practice this type of material is difficult to use unless you force it on people, meaning that most of the cards will be thrown out.
- Jason suggested looking at the bike-check cards as a way of leaving people with information on Bike Winnipeg on the back of their check stubbs.

9. Spring Bike Counts – Jeremy

- The spring bike counts are almost completed and a report will be distributed soon.
- Most counts were down in 2013 from their high points in 2012, probably due to weather and the lateness of the start of spring weather.
- In this year's analysis the timing of spring weather has been incorporated, using the last day of snow on the ground as reference point.
- When this factor is incorporated into the analysis the trend shows an increase in cycling this year compared to last year.
- Over the period from 2007-2013 the new analysis shows an increase of 28%.

10. Terms of Reference Project – Loren and Kaye

- See posted at <http://bikewinnipeg.ca/event/bike-winnipeg-august-monthly-meeting/>
- Eight committees are proposed, 4 “internal” and 4 “external.” The internal committees are to deal with BW governance and administration, and the external ones are to deal with advocacy, fundraising and educational activities.
- The internal committees would require more intensive time commitments of directors. The external committees would be chaired by directors and could draw in volunteers with particular skills and interests.
- There was discussion of the need to increase involvement of members in BW activities and how to do this. It was suggested that we need to connect the higher or broader level activities of the organization with local needs and particular projects such as those the ED is currently working on at Sherbrook, McPhillips, U of Winnipeg, etc.
- Ideally we would establish ongoing relationships with various local neighbourhoods in relation to their particular needs. This would also give us the basis for contacting these communities when critical issues emerge.
- Charles noted that this is similar to what Anders suggested when we commissioned him to do some organizational work a couple of years ago, and we should review his recommendations.
- Jim noted that the community clubs would be a good place to start when building these contacts and relationships.
- Fabian suggested that community bike shops would also be a good contact point.
- Jason suggested we need to start be defining our higher level issues and then communicating these to people in various neighbourhoods.
- There was some discussion of the scope of the various committees. It was suggested that the proposed Membership & Awareness committee could include community outreach activities.
- There was a question about the proposed Government Relations committee – should it cover both city and provincial government issues? Loren and Mark suggested it could be project-focused rather than government-focused, and the appropriate government(s) would be contacted for a given type of project.

Motion: *Moved by Loren, seconded by Kaye that we give approval in principle to Loren and Kaye to continue to develop terms of reference for the new BW committees as they have proposed.*

11. Recruiting Directors

- We now have 3 vacant Directors' positions, and at the AGM we will have at least 2 more because our bylaws require Directors to step down after 3 consecutive terms.
- It was suggested that it may be premature to recruit directors until we have done an assessment of what we are looking for in new directors.
- Jason suggested that the results of the terms of reference project would help define our needs and the roles of the directors.
- Everyone was asked to start thinking about possible candidates.
- It was decided that we will form a recruitment committee once we have a report from Kaye & Loren the terms of reference project, assuming that will happen within the next month.

12. Other Issues

1) Civic Election

- Bev noted that we need to start planning for the 2014 Civic election.

2) Name Change Requirements

- Bill noted that we need to have member approval of our name change. We need to carry out a poll of our members for this purpose before the name change can be finalized.

3) Recommended Reading

- Jason recommended reading **Momentum**, a New York magazine that seems to capture the current thinking of the cycling advocacy movement.
- He also recommends **City Cycling**, a book by the well known and much published researchers Ralph Buehler and John Pucher. For example, a recent study of theirs document how the creation of bike paths and bike lanes leads to increased levels of cycling. (Many of their articles can be found through a google search.) Jason quoted a bit of the book that stated that cycling is not an inherently dangerous activity, but that it is the presence of motor vehicles that makes it dangerous. (paraphrase)

4) Website Help

- Anne has volunteered to help add events to our website and provide other feedback and suggestions on the site.

13. Next meeting

- September Monthly Meeting: Tuesday, September 10, 2013 at 5:30 at Sport for Life.

Bike to the Future

Treasurer's Report for July, 2013

presented on August 13, 2013

This is a brief summary of the financial activity and position of the organization for the month. It includes all items reported to date. Additional income/expenses may be received which will alter the final picture for the month.

More comprehensive financial statements are available online. Contact treasurer@bikewinnipeg.ca if you need additional detail.

Activity for the month of July, 2013

Income

Memberships, Donations, interest	\$130.67
Bicycle Valet	1,800.00
Total Income	\$1,930.67

Expenses

Staff contracts and admin	\$871.47
Eco-Net membership	50.00
Graphic Design - logo, etc	1,680.00
Printing	230.11
Website	129.10
Bicycle Valet Operations	1,034.86
Bicycle Valet Insurance	912.60
Total Expenses	\$4,908.14
Net income/(loss) for March	(\$2,977.47)

Financial position as of 2013-07-31

Current assets	\$14,185.87
Current liabilities	<u>\$388.36</u>
Funds available	\$13,797.51
Fixed assets and inventory	<u>\$11,566.32</u>
Retained earnings (net worth)	\$25,363.83

Notes

- ⚠ Graphic Design and low general income contributed to the loss this month.
- ⚠ Bicycle Valet showed a loss of \$147.46 partly due to an annual insurance premium.
- ⚠ There are sufficient funds available for several more months of operation.

Bike to the Future

Treasurer's Report for June, 2013

Presented on August 13, 2013

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Activity for the month of June, 2013

Income

Membership and interest	\$15.60
ACU Grant	4500.00
T-shirts	90.00
Bicycle Valet	2230.00
Total Income	\$6,835.60

Expenses

Staff contracts and admin	\$870.45
Professional development	100.00
Fund Raising - Fall concert	250.00
Projects – Bus Signage	35.14
Bicycle Valet Operations	\$1479.46
Total Expenses	\$2,735.05

Net income/(loss) for March **\$4,100.55**

Financial position as of 2013-06-30

Current assets	\$17,758.83
Current liabilities	<u>\$740.35</u>
Funds available	\$17,018.48
Fixed assets and inventory	<u>\$11,566.32</u>
Retained earnings (net worth)	\$28,584.80

Notes

- ⌘ The Fund Raising expense is a deposit to the West End Cultural Centre.
- ⌘ Bicycle Valet profits for the month were \$750.54

Bicycle Valet Winnipeg Report - August 12, 2013

Bombers Stadium Events - Numbers of Bikes Parked

The numbers are great. Except for the last game where we were understaffed (so people were skipping the BVW lineup and locking their bikes to railing) we were at capacity at all Bombers' games - usually filling up around half an hour before kick-off. That is 450 bicycles. Last game we parked just over 400. There have been at least 1000 bikes at every Bomber's game. Only 170 at the Taylor Swift concert, and I'll let everyone know how the McCartney concert went.

Other Events - Numbers of Bikes Parked

MEC Bike Fest - 64
Ellice Street Fest - 15
Bike to Work Day - 240
Canada Day at the Forks - 340
A Moveable Feast - 60+ (tickets were oversold)

Upcoming Events

Bomber's games, Picnic in the Park, the MS Bike Tour, and Many Fest.

Increased Support from Bombers

Mark and I will be sitting down with Colinne from the Winnipeg Football Club to discuss a major increase in funding, and relocating the BVW location and establishing permanent storage or permanent fencing for next season. Date to be confirmed.

Hiring an Assistant

I am hiring a contractee to help with the rest of the season. While I do have permission within my contract to subcontract some of my tasks, Mark and I have agreed that, given the chaos from the new stadium, and the scale of many of our events, this shouldn't have to come out of my own wage. I have drafted the following terms as the basis for a contract for an assistant, for review by the board. I am planning on "hiring" Alyssa, one of my young and ambitious volunteers who has gone above and beyond to help me this season.

I am hiring her for all events to help me manage. She will also be present at all events to help me:

1. Ensure new volunteers are properly briefed
2. Ensure all BW and BVW promo materials are on the table and that customers are at the least being verbally introduced to BW activities.
3. Recruiting volunteers at all events, including helping them fill out volunteer forms if interested.
4. Assisting with BW memberships

I'm offering her \$11.50/hr and she will send me an invoice at the end of each month, until the last Bomber's game unless there are any objections.

Need for More Volunteers

Volunteers are creeping in, but we'll need to be more creative for next year (such as teaming up with other organizations)

BW Logo & Signage

New tickets include the Bike Winnipeg Logo. New signage will come in time. I do think it's important to ensure that Bike Winnipeg logo is prominent on all BVW signage. New Bomber signage will include it, as I've sent the logo's to their signage person. Over the winter, and depending on budget, I'd like to redesign signage (would like to know if the board would prefer me to simply add on to our current signage, or have entirely new signs made).

Financial

Tips are significant (usually around \$150/ large event) but a lot of that is going to feeding the volunteers. I am keeping records of all tips that go out and come in and will have a total amount to be deposited at the end of the season.

As it stands, I am still very much within budget, as long as I dip into the tips for volunteer appreciation (again, I am keeping track of all of this spending, and we should still have a nice amount of tips to add to the account at the end of the season). I will expand my budget next year to factor in equipment and signage, but for this BVW season, I won't be making any of these big investments, as they aren't immediately needed.

Amanda

(This report was put together from two emails from Amanda - Jeremy.)