

WMBC Board Meeting Date: June 3, 2014

Present: Matt, Val, Thad, Kevin, Blake, Eric, Hale, Barbara, Nicola, Dan Benowitz (WWU Cycling Team)

Agenda item:	Discussion Points:	Action Taken:
<p>Approve May meeting minutes –</p> <p>5 minutes</p>		<p>Matt motioned to approve May Meeting Minutes. Val seconded. All were in favor.</p>
<p>Debrief Bike 2 Brew</p> <p>15 minutes</p> <p>Board</p>	<ul style="list-style-type: none"> ● Sign in sheet for next year to prepare. ● Beginners should start from the south side. ● Set up some “tongue and cheek” categories ● Request emergency contact information, medical info. ● Define routes in advance ● 4 ride leaders worked well, be flexible. ● Need banners in the parking lots where people meet for the rides. Have a different person coordinating and signing people in. ● Advertise that Kulshan donates only if you purchase pints, not pitchers. ● Will not purchase pint glasses for this event again. 	<p>Hale motions to have new banners made, Val seconds, all were in favor.</p> <p>Kevin will e-mail out multiple size options (include logo, website address, keep it simple)</p>
<p>Fundraising brain storm/ responsibilities for each position</p> <p>1 hour</p> <p>Board/Phil</p>	<ul style="list-style-type: none"> ● Debrief of visit with Anne and Thea – themes that have developed through conversations with professional fundraisers ● Use attached document to formulate plan ● Clear mission statement and strategic plan. ● Be patient and methodical 	<p>EB will work on developing a budget w/ Hannah.</p> <p>Need to create a roadmap for each category(education, advocacy, trail development).</p> <p>First dinner on June 30th</p> <p>Matt will meet w/ Thea to develop the “case for</p>

	<ul style="list-style-type: none"> ● Realistic long term plan and speak about it consistently and eloquently ● Have the board financially participate ● Creating an opportunity to give, communication of needs, and describe benefits of giving. ● Annual giving program: give something in return, recognition of giving. <p>“The Case for Donation”</p> <ul style="list-style-type: none"> ● Explains benefits and results that donors can understand. Makes sure that our message is constant. This document should be professionally developed. ● Look for capacity building grants, look for capacity building donations. ● Expand the network of people that we connect with and expand the possibility of connecting with other people. Expand network of contacts. ● Create a calendar of events (frame) ● House Parties: 10-20 people, used to expand network. Have an interesting lecture to educate and start a conversation. “Ask for a think about it gift” ● Need one person who is designated in overseeing fundraising efforts. <ul style="list-style-type: none"> ● Consider having two documents that describe our needs, “our story”. One audience is for bikers and the other for the general community. <ul style="list-style-type: none"> ● Create a video to advertise needs 	<p>donation” document. Will find out a cost. (mid-June)</p> <p>Need to find a point person to organize fundraising</p> <p>Figure out who to invite for a dinner. Go on bike rides.</p>
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<p>Galbraith Trail Easement/Trail Director update</p> <p>30 minutes</p> <p>Board</p>	<ul style="list-style-type: none"> ● Clearance to begin low hanging fruit on Chuckanuts ● Moving forward with Galbraith assessment and our communication with Rand, Mike... 	
<p>Newsletter</p> <p>15 minutes</p>	<ul style="list-style-type: none"> ● Bike 2 Brew recap ● Larrabee update ● Education 	
<p>Education</p> <p>10 min</p> <p>Hale</p>	<ul style="list-style-type: none"> ● Will pursue training instructors for kid group rides ● Still networking with Bellingham School District and will need to establish and define three program levels for the district to choose from. These are levels will vary on how large the program is expected to be within the school district. ● Needs stickers, t-shirts , maps to hand out on kid rides. 	<p>Val will look into providing Hale w/ additional maps.</p> <p>Val is looking into stickers already.</p>
<p>Questions, Comments,</p>		