

WBWC Board Retreat 2017
January 29th, 2017, 10:00am.

The Ecology Center, 339 E. Liberty, Suite 300, Ann Arbor, MI

Call To Order

Peter called the meeting to order @ 10:10am.

Board Members Present: Erica Briggs

Peter Houk

Barbara Lucas

Larry Deck

Bradley Parsons

Tracy Beeson

David Shinabarger

Robert Gordon

Guests: Valerie Shinabarger

Adoption of Agenda

Robert Gordon moved to adopt, Larry seconded. Motion passed 8-0. Agenda passed.

Election of New Officers

David Shinabarger was elected secretary.

Erica Briggs was elected vice-chair.

Review of Previous Meeting Notes

Larry had two small editions to make for the previous meeting, created comments on google drive document for previous meetings minutes.

Treasurer's Report

We are solvent. Set \$1000 from Paypal into checking account. Larry motioned to adopt the report. Pete seconded. Motion passed 8-0.

Communication from the Chair

SWOT Exercise [10:25 - 11:25]

Strengths - weaknesses - opportunities - threats.

All board members (except David) had sent in notes about SWOT exercise notes, Erica led reviewing the notes.

[Highlights here: click this link.](#)

2017 External Goals

Review of 2016 goals. — very lofty and many were not achieved. Most legislative and infrastructure goals were met.

[Created & Summarized Annual Goals](#) with the goal of being more SMART goals and less abstract goals.

Improve crash analysis process in AA and Ypsi and countywide

- Use technology to improve issue tracking
- Test issue tracking/mapping database. board members log 3 issues each in various systems (bikemaps.org to start)
- Solicit feedback from general membership/community

- 5 Foot passing
 - Organize washtenaw county support for passage of state law and support of local ord.
 - Decide on future rollout to Ypsilanti and Wash. County
 - Support education effort on new ordinance

- Quarterly meetings with Howard Lazarus
- Crosswalk guidelines passed by local city council
 - Create quantifiable guidelines that are consistent and similar to Boulder, CO.
 - Greater transparency

- Improve crosswalks
 - Get strong guidelines adopted by AA council
 - Develop position statement on budget prioritization

Project priorities (infrastructure)

- Keep Bandemer N and S crossings on CIP and county plans for 2018 and 2019 (B2B)
- Keep Maiden and Fuller projects on city CIP for 201X (intersection) (B2B and C2C)
- Get Fuller/Huron River project funded on the CIP (B2B and C2C)
- Increase private commitments for Fuller project to \$25,000

Board lunch

Board took a break from 12:35-1pm to eat pizza. Continued meeting afterward.

Research transportation prioritization model

Annual Goals

- Membership size

- Website update/refresh
 - Next steps for conflict/crashes
 - Next steps for engagement/conversion to get people on our e-mail list
- Council Agendas
- Be better in reaction

Bicycle Advisory Council/Bike Alliance

- Overview
 - Brad presented a powerpoint outlining the Bike Alliance. [View the presentation here.](#)
- Financial Support
- Bike Summit
 - Expenses budget

Board had extensive conversation discussing funding, bookkeeping, and legal contingencies and plan.

Board agrees to support up to \$500 startup costs and up to \$500 for bookkeeping and support of the Bike Alliance subject to approval by WBWC of budget.

Erica moved the motion. Pete seconded. Motion passed 8-0.

- Bike Summit (schedule in powerpoint presentation)
 - Part of the BAC & co-sponsored by WBWC & Common Cycle
 - Brad proposed spending up to \$100 to match a donation from Common Cycle for food @ the Bike Summit in February 2017
- Erica motions to spend up to \$100 on Expenses and refreshments.
- David seconded.
- Motion passed 8-0.

Discussed the following internal goals:

Improve volunteer outreach with specific e-mail call to actions for membership & more.

Barbara brought up an annual biking event around Argo Park — tabled until more details are decided and members can bring a concrete proposal for the board to approve.

Improve committee structure & regular meeting cadence.

- Board discussed committee restructuring & project meetings to how to organize the committees and intentionally invite members to participate on projects
- Board discussed sharing our current campaigns and projects we're working on with the newsletter

-deferred internal goals to the next board meeting.

Other Business Items/Open Discussion:

- Letter to U of M
- Event with Barbara & David & Valerie
- Coordination with A2Transport meeting

Adjourn

- Larry motions to adjourn. Pete seconded the motion. Meeting adjourned at 3:15pm.