**AlaBike BOD Minutes -** Sunday Feb 23, 2014

**Promoting Bicycling Access, Education, and Safety throughout Alabama**

**Attendance**: Stan Palla, Jamie Miernik, Tracy Hale, George Hamilton, Keith Johnson, Morgan Andriulli, Sam Rombokas & Kirk Iversen. , Steve Justice, & Danny Feldman couldn’t make it.

Jan Meeting Minutes approval: (attached) Motion to accept minutes as written by George, second by Tracy, motion passes.

Treasury Report: (attached) Bank balance of $17,173 as 21 Feb. 2014, Motion to accept by Tracy, second by George, all in favor, accepted by acclimation.

**Actions:**

1. **Action Tracy:** List of LCIs needs to go on the website, on the education page, with contact info for class requests. There are about 10 LCIs who are AlaBike members currently.
2. **~~Action Stan:~~** ~~Ask ALDOT about progress on state bike plan update for bike routes, & who are the movers & shakers for getting rideable updates done.~~ We’ll talk this with ALDOT at the Summit.
3. **~~Action Stan:~~** ~~Get with Keith on costs (B’ham P.O.Box) and annual organizational memberships. Due in March for $60,~~
4. **~~Action Stan:~~** ~~Do some Facebook “boosts” and report back. Stand did three boosts, for a total of $15, results were likes (normally get 300 or so) outreach vs 1700-2000 per each. James noticed that the AlaBike weekly report was “all green & all up”.~~ Stan will do a bit more boosting when the time is right, perhaps on the Revolution Parade.
5. **~~Action Stan:~~** ~~Send to BOD the info about the “Revolution Parade” in B’ham May 10~~~~th~~~~, 2014.~~
6. **~~Action Sam:~~** ~~Find out who may know the Governor to get him to make a statewide proclamation in May for National Bike Month. Sam has a Tuscaloosa attorney friend, (chairs governors’ commerce committee) and wrote a draft for the Governor, second ask for a proclamation.~~
7. **~~Action Stan & Sam:~~** ~~Look into an “AlaBike Friendly Communities” (AFC) rating modeled on LAB criteria. Communities might like to have that designation for their website, tourist brochures & signs on the roads leading to town. See if modeling a state AFC program from AlaBike is feasible. Sam notes that he has a draft criteria, Irondale will be our prototype or pathfinder, and will likely be our first AlaBike Friendly Community. Alabike needs to become competent in writing the LAB Bike Friendly Community application for communities in the state (for a fee).~~
8. **~~Action Jamie:~~** ~~Remind AlaBike folks about the upcoming National Bike Summit registration deadline.~~ Kirk, Jamie Peter & Tracy are going.
9. **Action Jamie:** Get the hospitality suite in Huntsville for the No. AL Bike Summit, Embassy Suites.
10. **Action All:** Review the draft 2104 budget and provide comments to Stan and Jamie. Leave open for next time.
11. **Action to Stan:** Talk to Brandy Ezell about “AlaBike Friendly Community” designation at the Summit, or by the next BOD meeting.
12. **Action to Jamie:** Check with LAB at the National Bike Summit, let them know our intentions to create a AlaBike Friendly Community designation, make sure they are OK with our intentions.
13. **Action to Keith & Jamie:** Keith to look into organizational insurance, Jamie to transfer her info on the two or three companies that she knows. Also Keith will look into “D & O” (Directors and Officers) insurance with an agent for another non-profit.
14. **Action to Stan:** Bring banners and AlaBike “table blanket” to the North Alabama Bike Summit.
15. **Action to Morgan:** to send the Mail Chimp report spread sheet to the BOD.
16. **Action to Stan & Morgan:** Discuss the “Ask” for New Belgium Brewing sponsor AlaBike & our events.
17. **Action to Jamie & Keith**  Have a budget discussion on 9 March via telecon.

**Passed Motions:**

1. $300 budget for a hospitality suite in Huntsville at the No. AL Bike Summit, Embassy Suites.
2. $50 budget for Facebook boosts, to see how it works.

Welcome/President’s Opening Remarks: Jamie Miernik

Jamie convinced Huntsville to submit a Green Lane Project grant application to People for Bikes. In order to apply, a community must have at least one protected lane in the pipeline, (and they do!). She wrote the grant, and gathered some six endorsement letters from local group s& companies (SCCC, MTRAC, Rocket City Cycle Belles, ERC Corporation, Mayor Battle…). Should Huntsville win, they will get a $35K grant for planning + a trip to Europe for an elected official & a planner to see better bike infrastructure in action. The award will be made in mid March.

 Alliance for Biking & Walking Advocacy Organization of the Year Application (attached)

**Reports:**

1. **State bike route committee report** – Tracy notes that she pulled together a committee with Adventure Cycling Association, & they met in November. Purpose is to coordinate the bike routes which cross state lines with ALDOT, to select routes that make sense to cyclists, and meet up with already established routes in neighboring states. Note that the current routes in ALDOT’s plan do not meet up with the neighboring states, seems like Alabama routes were done in a vacuum. We need ALDOT involvement because they have (& control) the state bike routes plan. Stan notes that most clubs don’t know their ALDOT Division Engineer, (8 Divisions in the state) and we should promote that knowledge via Bike Shorts and other outreach. Tabled due to inclement weather in February. To be continued.
2. **Cycling Education Committee report** – Tracy notes she participated at UAB health fair Friday 21 Feb.…, working with Community South (after school program, targeted at 14 & up ages) will hold a Traffic Essentials webinar (not for certification). LCI in Huntsville are still planning an April class for Traffic Skills 101, no updates.
3. **North AL State Bike Summit Report** – Jamie notes that it starts Feb. 27th at the VBC, . We expect Adventure Cycling to send a rep, and AlaBike is lobbying LAB to send a speaker. The theme is “Building Bicycle Friendly Communities”. Planner from Montgomery, Traffic Engineer from Auburn (Brandy Ezell) Anniston Mayor, plus city manager from XX,
4. **National Bike Summit** – Jamie notes that she, Kirk Iversen, Peter Wolf, and Tracy Hale are planning to go to the Summit. Dates are March 3-5, 2014.
5. **Organizational expenses** (LAB is due 1 Feb., Alliance for Bike & Walk, other?) – Stan & Keith will work it out.
6. **Communications Report** – In December, Morgan started using the free version of “Mail Chimp” for Bike Shorts and for Alabama Backroads Century series of rides. He’s getting some free reports about what percentage of the emails were opened, and another for how many opened & clicked on a link. He typically sends to each list only once a month, but can go to twice a month during “three foot passing (SB9)” or during the run up to a ride. We are getting about a 34% “open rate” on the emails.
7. **Legislative Committee Report** – Stan notes that the “3 foot passing Bill” (SB9) is out of committee in “clean” form (with no amendments) and has broad support in the Senate & and the House. He expects it to pass and be on the Governor’s desk for signature. Further work is needed to get the update in the driver’s handbook, driver’s education curriculum and other “tailoring” of the state code to make it more bike friendly.
8. **Exec Dir Report** – Stan Palla notes that we have 7 new members in January & February, for a total of about 130 or so. Stan knows a recent graphics arts grad who will do some promotional work for us (to build up her portfolio) in a “Branding effort”. Likes on AlaBike are about 1030. The AlaBike Twitter account is up to 248 followers (up!). Stan notes the Parade entry fee is $5 for kids, $10 for adults, expects some 300 people to attend. Four bands are committed to play; the women’s division of the Summit Club is sponsoring kids bike decorations. Chez Lulu & Continental Bakery are sponsoring XX. 17 folks signed up for the campout on March 21-23. He received a grant to attend the “Red States bike meeting” in Texas in April, 2014. He helped Mary Crenshaw do XX. He wants to do a gravel race in 2015 of 100 miles in the March timeframe the Talladega National Forest (west of Birmingham, near Moundville & Brent, Lake Payne)). UA XX Council will sponsor, Crisis Center of Birmingham want to co-sponsor (provide volunteers). The race would go first, then later start a Century ride (the ride is one big loop, so no crossing of the race & ride groups). George makes a motion to ask Stan to follow up and bring the BOD a proposal in May, decision by June. Second by Morgan.
9. **Revolution Bike Parade, May 10th** at 1 PM, in Birmingham. There will be an art show, a community event; the McWane Science Center is a sponsor, and there will also be a bike & gear swap. Stan plans to repeat the “30 Days of May ride your bike & post a picture each day” on Facebook. [May 10 is also the Huntsville Mayor’s Ride at 9 am]
10. **2014 Planning and Budget**. Stan talked his 2014 budget proposal, and it’s great to have one to plan with!

**Old Business:**

1. “Red State Coalition”. Executive Directors are being invited. Stan to report on progress-deferred.

**New Business:**

The BOD is considering posting a high level budget on the AlaBike website, with some changes like hiding the names in Keith’s Treasurer’s report. Jamie notes that Georgia Bikes does that in recent years.

The Tracy, Stan & Sam expressed concern about the need for insurance for bike rides. Jamie notes that American Specialty & McKay are the insurance companies that she knows do this kind of coverage.

There was interest in forming a committee to award AlaBike Friendly Community awards through AlaBike. Will look into what LAB does, criteria, cost, etc.

AL specialty license plates were discussed. Share the Road Mobile failed in their attempt that ended in Oct 2013. AlaBike should do this. Stan plans to get a committee to push this. Jamie suggests that Stan ask his graphic artist graduate to do a “sticker” and a “whole tag” designs, and we should submit them at the same time. If you shoot for 1000 tags, and only get 250, the state will issue the sticker, if all the graphics are in place with the application.

Jamie notes that the AlaBike website has had some 2200 distinct IP address hits since July of 2013.

**Next meeting Date: March 23, 2014, at the Campout.**