

# Board of Directors Meeting

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*15 November 2012*

## **Minutes**

In attendance: Ross, Kaitlin, Steph, Clive, Matt, Laura, Emily

## **Discussion Items**

### **Crosstown connector**

Ben has a letter to send to businesses – Laura made a list of businesses to send them to

Nov 17<sup>th</sup> visits to businesses pushed to later date (because letters haven't been sent out yet)

New date: December 1st

Ross has a first draft of a form for businesses to fill out – a declaration of support

Clive has been in touch with schools to get them involved.

### **Parade participation**

Not this year, maybe next year

### **HCC birthday (November 27<sup>th</sup> at Ace Burger, 7pm)**

Birthday party – we'll have cupcakes

Ross will see if we can bring them into Ace Burger

Clive can pick up the cupcakes

### **Membership**

Letters went out to businesses (for benefits) 130-140 businesses

Follow up calls to follow

### **Website**

Board member profiles – answer the questions Kaitlin sent out

Pages to add: Accomplishments page, Membership page

Hacked by hacker issue: Ross will send email to Steve Bedard to send to host server to restore the website

## Notebooks

Decided on one of Niki's designs

Size: smaller is better – pocket-size

Price should be low enough for a stocking-stuffer (\$5-10)

Could print them at WADE? and get up to 50% off because we're a non-profit

Will get quotes from different places

## Five big moves

Caroline is putting together responses from a survey for membership (on what they see the priorities are for HRM, and for the HCC)

Ross will use the results to write our letter to HRM AT plan review committee

## Next meeting

**December 11<sup>th</sup> at Clive's, 3852 Rockhead Court.**

**Update: Dec 13th**

## Updates:

Bridge update: Trailers for bikes – Steve Snider has approval for these.

Janet Barlow at EAC is involved

Several groups and people want to see a new bridge approach – while re-decking is occurring

Crowdmap: (web tool to identify problem areas), a free hosted site. We can use it to get public comments on built environment, roads, etc. that need attention

CKDU PSA "share the road": "Hellcat", radio show, Friday afternoons, Wants to do PSA for "share the road" campaign

Nocturne: good turn-out, positive feedback, despite the cold – doing two tours was a good idea

Bike Valet at pop explosion: good feedback from bikers, was at multiple locations so bikers could go from one venue to another

Time Raiser event: we got some volunteers, not sure who or how many hours yet

Google Analytics on website: 500 visits per month, 60% new visitors – average visit 2 minutes – crosstown connector, and blog are the most visited pages

Facebook: we need more likes

T-shirts: they've been ordered, new colours, larger women's sizes