

HCC Board of Directors

June 11, 2009

Meeting Minutes

Present: Steve, Lauralee, David, Diana, Miia, Theresa, Brian, Andrew

Regrets: Claire, Vince

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1. Icebreaker
 2. Board position elections:
 - a. Director of Communications
 - i. Steve moved to appoint Brian Zurick as Director of Communications
 - ii. Lauralee seconded
 - iii. Vote: all in favour
 - b. Vice-Chair
 - i. Steve moved to appoint Claire Simmons as Vice-Chair
 - ii. Brian seconded
 - iii. Vote: all in favour
 - c. Member at Large
 - i. Steve moved to appoint Diana Cardoso as Member at Large
 - ii. Theresa seconded
 - iii. Vote: all in favour
 3. Overview of HCC and work to date review
 - Board members and positions
 - History of HCC
 - Projects we've been involved with over the last year, incl. visioning workshop, sewer grates, social marketing campaign
 - Our positive reputation in the city
 - How our board works: generally consensus-based, within our bylaws (found online)
 - Upcoming events and projects we've been invited to (CDHA, CarShare/Megan Leslie event)
 - Active Transportation Advisory Committee
 4. What do Board members want HCC to do in the coming year:
 - a. Sewer grates – need to finalize and polish to replace; can be presented to the Active Transportation Committee. Still need to determine focus and approach and review existing list. Also put it to municipality as their responsibility. This is a pro-active solution.
 - b. Social marketing campaign – project to normalize bike use to incl. bus, billboards, etc. Focus youth. Approach three types of cyclists. Production house ready to assist with making videos. Still need grant money to get it in motion. Budget has been done. Have received funding from MEC as well as verbal support from other potential sponsors. Steve is going to need help from the Board to work on this project. Potential media company contact from Miia.
 - c. Communications plan and “5% by 2015” – Getting HCC on the agenda of relevant partners. Goal 4 presentations in next 6 months. Presentation needs to be finalized. Create primary and secondary list.

- d. Bike Week 2010
- e. A membership event
- f. Streetscape redesign letter writing campaign
- g. Interviews (Andrew) to come to next Board meeting with updates
- h. Roadshow Power Point presentation
- i. Speaker series
- j. Membership newsletter SPOKE
- k. Bike count
- l. Website cyclehalifax.ca

Action: Steve to send a how-to email process on contacting the membership

6-month projects	1-year projects	Long-term
<ul style="list-style-type: none"> • 4 meetings re communications plan - identify groups to approach - refine power point presentation • Polish membership form and list - Send memb. cards via mail • Continue letter writing campaign • Interviewing project 	<ul style="list-style-type: none"> • 1 membership event this year • Bike week 2010 • Have a road show ready for presentation to businesses, conferences, etc. • Develop contact list (media, provincial, political, etc.) • HCC media archive 	

- 5. Board Meeting Schedule
 - a. Meet 2nd Thursday every month, 7-8:30pm. Review schedule in the fall. Miia will be away July and potentially August.
- 6. Communications Committee Meeting: Thursday, June 25, 7-8:30pm at Miia's place
- 7. "5% by 2015" Meeting: Steve, Lauralee and David: Saturday, June 20, 11am at Trident
- 8. Andrew and Theresa to meet to discuss membership.
- 9. Bike Week Wrap-Up
 - a. Kick off event - appx. 600 participants; good media coverage; positive feedback from public and participants; Lauralee collecting feedback of potential improvements and new ideas. Lauralee will put together a wrap-up package.
 - b. Good presence at Bike Week launch
 - c. Movie night
 - d. Bike map launch
 - e. \$670 t-shirts and memberships
 - f. Share the Road campaign to educate cyclists
 - g. Parks Canada came in 2nd for Commuter Challenge with 67% participation
- 10. Joint Stocks Registry: Steve will be sending out email with form that all board members need to complete. Steve will then send to JSR.
- 11. Signing Authority: In the works and imminent.
- 12. HCC Mailbox key: Miia will follow up with Bob and Alice to find key.
- 13. Next meeting: Thursday, July 9, 7pm. Location TBA.