

ACT Board AGENDA

March 15, 2017 12:00 PM

Meeting Location: Bauers, Pier 50

Call in (515)-604-9548

I. Introductions

a. Attendance:

- i. Danelle
- ii. Alicia
- iii. Alisha
- iv. Connie
- v. Lucy
- vi. Elizabeth
- vii. Gina
- viii. Kim
- ix. Kerry

II. Annual Membership Webinar Follow-Up

a. Brainstorm at a bar (4/27 @4 or 5)

- i. East Bay (maybe Pleasanton-Handles)
- ii. Marketing?

1. Next newsletter goes out end of April (cannot use)
2. Need a standard marketing piece to send out as email invites, advertise on social media
 - a. Include the commute challenges and information swap (swap and share), introduce solutions, and discuss marketing efforts in the header of the email send-outs
3. Webinar went well but we are looking for more participation
4. Marketed through Eventbrite and in newsletter

b. Next Brainstorm should be scheduled around late June

III. Spring Trolley Mixer

- a. We are looking to schedule it for May 18th
- b. Alisha is in charge of set up and is looking to extend the length

IV. Scholarship Opportunities

- a. Individual Membership Scholarship
 - i. We want background on Jessica-Connie will put this together
- b. There are no strict guidelines or qualifications
 - i. They cannot be a current or previous member
- c. Should we open it up to everyone?

- i. Run it like a lottery for those who want to join
 - d. Fellows versus students may be great members for ACT
 - i. Young and provide a fresh perspective
 - e. If we offer the scholarship to everyone we should tie it to an event to get new members (including companies so they can promote our events)
 - f. If we give free memberships to companies who in exchange advertise for us, we can continuously renew their membership for free
- V. Students: \$40 scholarship
 - a. Including fellows
 - b. At most 9
 - c. Include young professionals or those who are working while doing an internship
 - d. Recent grads
 - e. Public Policy
 - f. Programs and Communication
 - i. Communication
 - ii. Strategic Partnerships
- VI. Committees Update
 - a. Public policy reports are good to send out to members
 - i. ACT no longer has a Facebook page
 - ii. We should include public policy reports on ACT's LinkedIn page
 - 1. Anyone can post, Gina approves content
 - b. We need to focus on local issues (related to transportation)
 - c. Events for other companies or organizations should be included in the newsletter and not in email send-outs
 - d. Membership
 - i. Non-members can attend the conference
 - ii. 3 \$200 scholarships for conference (referral bonus to encourage existing members to get new people to join)
 - iii. New member conference scholarship- \$650
 - e. We need to communicate to students and fellows
 - i. We need a contact to spread the word to the fellows (Kim)
 - ii. Danelle is going to share it with SF State
- VII. NorCal Membership Analysis/Recommendations
 - a. Membership committee call tomorrow (Connie will be on the call)
 - b. Kerry will ask Mari to get involved in membership affairs
 - c. Have a raffle at the events to get more people to attend
 - i. Fill out evaluation cards
 - ii. Evaluation cards enter them into a raffle for a free membership the following year
 - iii. Honor members' membership in ACT
 - 1. Gold, silver, bronze membership recognition
 - 2. Awards/thank-yous to members

3. Spotlight members who have been with ACT for 5 or more years, etc
 - iv. Employers need to be targeted because the membership is cheap for them
- VIII. Caltrain Electrification Funding
 - a. Need partners to advocate locally (partner with other California employers)
 - b. Elizabeth will put together a summary and link to send out to members (send out as Public Policy report)
- IX. National Update
 - a. Commitment to growth is 20%- 14 members
 - b. Should be a student brochure on the website to use as talking points/marketing materials to send out