

Treasurer's Report for Albany Strollers & Rollers, 2014

Harry Chomsky

April 7, 2015

Summary

Starting balance 1/1/2014:	\$3,764.86
Ending balance 1/1/2015:	\$5,441.73

Bike Racks and Air Kit

Bike racks continued to be our biggest-budget project in 2014. We added 9 racks at 7 locations. One rack on Solano Ave. was fully funded by the City of Albany, and one at Bridgewater Condos was fully funded by its homeowner's association. Costs for the other racks were shared by AS&R, local businesses, and the City. AS&R funds, including our 2013 donations through Bike East Bay, paid for \$939.04 of the total \$5,059.04 cost. We also bought a replacement Air Kit bike maintenance station at the Albany Community Center. The \$711.70 cost was paid by the City of Albany, and we took advantage of a discount by combining the rack and Air Kit orders.

Net to AS&R:	-\$921.56
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"Check for Bikes" Clings and Bumper Stickers

Our vinyl "Check for Bikes" clings for car windows are selling briskly, and this year we added bumper stickers, as well as clings and bumper stickers in Spanish. We took in \$2,645.47 in sales (including \$262 from 2013 sales), with an additional \$60 coming in after the new year. Our costs totaled \$2,470.94, including artwork, production, and some publicity work that enabled us to reach far beyond Albany. Our customers included: the National MS Society (Mississippi Chapter); the Fast Freddie Foundation / Escuela Bilingüe Internacional; the India Community Center; Rich City Rides; Christ Lutheran Church of El Cerrito; the Alameda County Transportation Commission; the Salt Lake City Marathon; Press Play Performance Labs; Missing Link Bicycle Cooperative; Livermore Tour de Cure participants; and "Change A Lane, Save A Life".

Net to AS&R:	\$174.53
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Festivals

We helped out at Bike to Work Day, the Berkeley Kite Festival, and the Solano Stroll. The organizers of the latter two events paid us \$900 (split with our Richmond colleagues at Rich City RIDES) and \$1000 respectively for our bike valet parking services, while Fehr & Peers kindly granted us \$300 for our Bike to Work Day efforts. Individuals at the festivals donated a total of \$308.45. We invested \$696 in additional portable racks for use in valet parking. Other expenses

include \$98.55 for a banner, and \$110 to rent yet more racks from Rich City RIDES for the Stroll.

Net to AS&R: \$1,009.90

BikeLink Cards

We are now an approved vendor of BikeLink cards for secure bike parking at locations in the Bay Area and beyond. We sell the cards for their face value of \$20, and BikeLink lets us keep \$4 of that. In 2014 we sold 4 cards.

Net to AS&R: \$16

Donations

We received a generous \$1,400 donation from Grizzly Peak Cyclists, and \$200 from Carbon Neutral Albany (formerly the Responsible Government Action Group). Individuals donated \$400 through our tax-deductible donation program managed by Bike East Bay.

Net to AS&R: \$2,000

Memberships

We continued our organizational memberships in the Albany Chamber of Commerce, California WALKS, and the Alliance for Biking & Walking. Due to accidents of scheduling, in 2014 we paid two years' membership fees to Alliance for Biking & Walking and only a partial year's membership to the Chamber of Commerce.

Net to AS&R: -\$302

Facilities

We started holding our meetings at a public space, St. Alban's Episcopal Church, instead of at members' houses. We paid \$30 per meeting, for 4 meetings in 2014 and 6 in 2015.

Net to AS&R: -\$300