



LoopWorks

LoopWorks Quarterly Board Meeting

Meeting Minutes for Feb. 28, 2022 at 12:00 pm (noon)

Location: 1421 Yellowstone Ave, Milpitas **or online:** <https://zoom.us/j/8238203495>

Meeting Ground Rules: Work on consensus basis * Step up / Step back * Try on the process * Don't interrupt / raise hands / use a stack * Turn off cell phones * Talk to everyone (not facilitators) * Expect unfinished business * Leave your ego at the door * Lead by example

1. Welcome (Attendees: President Matt Kennedy, Treasurer Tamara Overacker, Secretary Robert Means, Community Board member Tiffany Vuong, Community member Carol Klein)
2. Accomplishments since previous Quarterly Meeting:
 - Outreach to opinion influencers continued with 5 personal attempts, 2 San Jose Spotlight postings, and emails to [Transbay Coalition](#) (The Bay Area's Transit Advocacy Hub) and a firm ([Bridgespan Group](#)) providing strategy consulting to investor groups.
 - Added 2 more entries to the list of foundations on the website's [Support PRT](#) page.
 - An [investment application](#) was submitted to [At One Ventures](#), [Prime Impact Fund](#), and [Audacious Project](#).
 - Funding outreach continues with contact attempted to various funding groups. Outreach efforts to climate-solution organizations are listed on our [Trello board](#): 6 investment advisory firms, 12 foundations, 9 foundation-blended investment groups, and 17 for-profit investment groups.
 - A [wide-area coverage document](#) was written and added to our [Documents web page](#) that outlines the potential and price of serving areas – not corridors – with PRT.
 - Set up the EFT process with PayPal to connect with our bank account at Poppy Bank. **Tam will work with Poppy to resolve issues around an undelivered debit card and duplication of checks #101 - #104.
 - Finalized and posted on our website a [Culture Statement](#) that outlines the LoopWorks interpersonal culture. (Later in the meeting, Tiffany exemplified the spirit of our Culture.)
3. Funding efforts will continue targeting for-profit investment firms that focus on climate solutions. While surprised by the lack of response from the 38 organizations contacted, we believe money is available and that government channels (local, state, and federal) may be required.
4. Milpitas City Council support – We will build public support through City and County Commission presentations, a high school design contest, and social media posts (media outlets, Nextdoor, [Facebook](#)). Soon, Metro Area HOAs and apartment complexes will be contacted. A calendar of promotional events could provide more opportunities to tell a PRT story (via news articles) that connects with the occasion (e.g. Earth Day and Day on the Bay). **Tiffany will investigate Earth Day events in which LoopWorks might participate.
5. Conversation about strategy for creation of the Milpitas PRT (open discussion).

6. Shall we pursue paid advertising? Do we want a Tic-Tok or Facebook, Twitter, Instagram? If so, we must prepare a series of posts before going live. Until we get the resources, we will use the free channels available to us.
7. Shall we use the “price of gas” meme to carry our message? YES.
8. Shall we participate in political races? NO.
9. While both the Mayor and Vice-Mayor have been skeptital in the past, they may be more open now. In an otherwise friendly conversation with Mayor Tran, **Tam will probe for his views on the PRT project.
10. In talking about the tourist attraction and prestige in terms of international scope, let’s talk about leading California. MHS Art Contest will have 2 prizes .
11. Talking about our finances, **Rob agreed to send to **Tam the agreement with Ed Anderson to purchase his 900 pages of technical/engineering work on the ITNS design that we will use.
12. Adjournment