

Bike Fitchburg Monthly Meeting
Fitchburg Public Library
Monday, October 22, 2018 @ 6:30PM

Attendees: Steve Arnold, Tony Hartmann, Joseph Imilkowski, Matthew Jones, Darryl Jordan, Kay Lum, Cody Shaide,
Thad Schumacher, Jennifer Ullman, Liz Veler, Wade Thompson

1. **Introductions:** Jennifer U. began the meeting at 6:30 PM.
2. **Approval of September 2018 Minutes:**
 - Edits: Jim Mackey's name was updated in attendee list.
 - Motion:* Matt J., 2nd: Jennifer U. to approve the minutes with update to attendees. Motion carried.
3. **Guest: City of Fitchburg Planning, Discuss park planning partnership (Wade Thompson)**
 - A. **Nine Springs Neighborhood Hub (Healthy Neighborhoods Initiative)**
 - i. \$30,000 required to initiate planning. Indoor & Outdoor community spaces.
 - ii. Provide city services in the hub; Maintain momentum of Leopold neighborhood engagement.
 - B. **Other Neighborhoods:**
 - i. Make sure that the city is not going too deep assisting a single neighborhood when there are many others that also need focus.
 - ii. Madison has added permanent bike racks in Leopold park. We can look to move the temporary racks from there to Western Hills basketball court, King James Way parks
 - C. **Bike Fitchburg can help:**
 - i. Act as conduit for grants and funding available for planning/construction
 - ii. Aid in design planning and work with the city to incorporate bicycle-friendly features
 - iii. Build coalition/partnerships with city and groups to make the city's neighborhoods better*Motion:* Steve A., 2nd: Matt J. that the Bike Fitchburg board of directors affirm its support for the Nine Springs Neighborhood Hub project & pledge to work with the city of Fitchburg to support it. Motion carried.
4. **Treasurer's Report:** (Jennifer U.) Current checking balance \$978.88. Current savings balance \$50. (UWCU)
 - A. Pick Me Up at the Border Donations totaled \$553 in hat; \$40.32 Eventbrite; \$100 Bill H.
 - B. Donation tracker: Still working on it (excel file and letters for proof of donations). Used Excel Template to send out emails to Pick Me Up at the Border attendees as proof of donation.
 - C. Annual Report: Received annual report notice; will get in touch with Gary Berger (able to file online)
 - D. Website: Followed up with David Vogt; estimated \$250 annually for website costs going forward
5. **Old Business:**
 - A. **Pick Me Up at the Border Ride – 2018 Debrief and 2019 Pre-Planning:** (Matt J.)
 - i. Approximately 35 attendees on September 28th.
 - ii. Dark and cold fall evening (low 30s), awesome event, some people only rode one way (pre-arranged). Lots of positive feedback.
 - iii. 2 people used sag. Monticello trailhead was a good location for sag and aid station stop.
 - iv. Thanks to Tony H. & Thad S. for scouting course beforehand for hazards, sweeping at the end of the event. Thanks to Thad S. for sag vehicle, Fitchburg Family Pharmacy for the trailer contents.
 - v. Thad S. and Matt J. met for debrief and to create post-event survey sent out to attendees.
 - vi. Survey Results: 18 people responded.
 - a. Demographics: 70% aged 35-54, 80% male, 40% Fitchburg residents, 55% Other Madison-area residents
 - b. 67% thought at least overall fun event/doesn't need much work, 70% would return for next year's event.
 - c. 45% wanted same ride length (90 miles); 33% shorter distance (Stewart tunnel/Monticello); 11% would go to Freeport IL (120 miles)
 - vii. Ideas for 2019 event:
 - a. Possibly move starting line to Fitchburg? Agora or Great Dane/Fitchburg Cycles? (crossings and scale of the ride/mass of bikes, parking) 67% of survey respondents replied that they would still attend if moved.
 - b. Get rid of the trailer? Maybe have a smaller "prize" at the end/turnaround
 - c. Definitive end point/time? Post-event get-together?
 - d. Thad volunteered his vehicle for sag next year
 - e. Need more volunteers to help out.
 - f. Put flyers out in the towns along the route; more publicity for the event. Contact chambers of commerce in the towns that we go through.
 - g. Look into event insurance
 - viii. Tony H. suggested creating Pick Me Up subcommittee to do pre-planning. Thad S. will chair; Joe I., Tony H., and Matt J. will be on committee
 - B. **Whalen Road Paving - City of Fitchburg Budget Amendments 9 & 10:** (Tony H.)

- i. Amendment 9: \$250k to complete paving from Mutchler to Seminole (.6 mile)
 - ii. Amendment 10: funds extending shoulders over top of hills on other stretches to consistent lengths
 - iii. **Action: Common Council meeting November 13th 7:30pm.** Attend/Contact alders to show support Mention biker safety, benefit to motorists, and economic development/bike revenue to city!
- C. North Fish Hatchery Road Reconstruction Project Update:** (Matt J.)
- i. Community liaison team meeting. Pre-designs being made. Negotiations on funding with Dane County. Jurisdictional transfer to PD. Parallel Multiuse path extended to Post Road
 - ii. Bike/transit/right turn lane will be transitioned to a third car lane. Road width is not changing. Matt J. is lobbying to maintain the current lane designations. He is researching and sending information on repaving projects, bike lanes to the project managers.
 - iii. Steve A. is working on position paper.
 - iv. **Action: Public meeting November 8th 5:30-7:30pm** at Leopold public school library
- D. Media/Website/Social Media:** (Steve A.)
- i. Outreach metrics: Facebook group 312 members, 58 page likes; 129 Twitter followers
 - ii. Email Lists: 14 addresses added from bike week commuter station, back to school; Yet to add: Festival of Speed, Nine Springs event, Saris Gala, Pick Me Up at the Border, Other documents
 - iii. Use emails to promote input for meetings on 11/8 (Fish Hatchery reconstruction) and 11/13 (Common Council); Send out email notices to contact alders (Fitchburg residents) or mayor/council.
 - iv. Steve A. has yet to figure out mailchimp integration.
 - v. Matt J. has created Instagram account.
 - vi. Looking for more website/Facebook content; soliciting info/articles to keep the site updated and relevant.
- E. Fitchburg Bicycle Parking Census:** (Steve A.) <http://opencyclemap.org>
- i. Volunteers from last meeting (Angie L., Tony H., Cody S.) were given segments to complete.
 - ii. Must update by November/December for the placesforbikes analysis and City snapshot.
- F. Peopleforbikes Survey:** (Steve A.) <https://cityratings.peopleforbikes.org/city/fitchburg/>
- i. At least 50 people must fill it out for the city to be ranked. Steve has confirmation from about 12 people.
 - ii. Will post to Bike Fitchburg Facebook Page & Group.
- G. Bicycle Friendly Community:** (Steve A.)
- i. August submission deadline for Bicycle Friendly Community.
 - ii. Also expecting Verona and Oregon to apply; other local communities (Madison, Middleton, Sun Prairie) hoping to be recertified. Meetings are being scheduled.
- H. Wisconsin Active Together:** (Steve A.)
- i. Fitchburg Chamber & Council passed resolution of support for community designation.
 - ii. Designated communities will be announced Dec 11th
 - iii. These resolutions & designations all improve community for those who live and work here.
 - iv. We should invite planning director, public works director, etc. to meeting for meet and greet.
- 6. New Business:**
- A. Website Transition from David V.:** (Jennifer U.)
- i. We will use some of the proceeds from Pick Me Up to fund the website.
 - ii. Steve A. will look at taking charge of WordPress site for now.
 - iii. Waiting to hear back from David Vogt; Jennifer will follow up.
- B. Strategic Business Planning and Event Workshop:**
- i. We want to establish an outline of Bike Fitchburg's strategic plan.
 - ii. Create a document that plans next 5 years for the organization; focus now, mid-term, long-term.
 - iii. Prioritize projects/events and focus on how much time they will take.
 - iv. Steve A. thinks this will take longer than we think; recommends outside facilitator. May look for local center for nonprofit that may have resources/staff to assist.
 - v. **Action: Interested parties should email availability/suggested weekends for the meetings.**
- C. Fitchburg Complete Streets:** (Bill H.)
- i. Milwaukee passed a complete streets resolution in committee. Why not Fitchburg?
 - ii. Rather than a resolution, it should be ordinance or guidance for ordinance
 - iii. The area-wide active committee (Bicycle Friendly Community committee) is looking to add walk-friendly and could get behind complete streets for the all communities involved!
- D. Bike Lighting:** (Joe I.) Joe I. found some good deals on bright headlamps and spotlights at Harbor Freight.
- E. Annual Party and Status Report:** will take place in February. Will be looking for additional directors/board.
- 7. Next Meetings: Monday, November 19th 7:30 PM** at Fitchburg Public Library large meeting room (*Note Date and Time Changed!*). December meeting will be December 17th 6:30 PM at Fitchburg Public Library small meeting room.
- 8. Meeting Adjourned:** 8:12 PM *Motion:* Steve A., 2nd: Matt J.