

Bike Fitchburg Monthly Meeting
Fitchburg Public Library
Monday, March 27, 2017 @ 6:30 p.m.

Attendees: Roger Bass, Matthew Jones, Darryl Jordan, Kay Lum, Steve Meiers, Thad Schumacher, Jennifer Ullman, and David Vogt

1. **Introductions:** Jennifer kicked off the meeting and brief introductions were made by all in attendance.
2. **Approval of February 2017 Minutes:** The meeting minutes were passed. Motion 1st: Kay; 2nd Thad.
3. **Guest Speaker:** City of Madison, Transportation Safety Coordinator - Steve Meiers, City of Madison, spoke on "BIKE EQUITY".
 - FB4Kids 300 bikes distribution of bikes on March 29th 2017. Group has \$75,000 grant.
 - The Latino and African-American communities – Steve mentioned various challenges regarding bike access in these communities such as paying for bicycles, harassment from local police, broken bikes, among other topics.
 - Steve said there will be a community-based mechanic supporting the Madison area streets over the summer.
 - Also, discussed making sure that the people who need bikes the most are able to keep them safe and provide maintenance.
4. **Social Media/Website Committee Update**
 - a. Recap was provided from the committee meeting. David handed out surveys which found that Bike Fitchburg wants to collectively focus on current local bike issues. Suggestions also made to keep conversations and reposting to a minimum. Most agreed to contribute or bring ideas. Submit ideas in the bucket/ create blogs. Matthew will work on a vision for Fitchburg for April 2017.
5. **Mayoral Candidates' Responses:** Approximately 100 unique hits on the candidate interviews regarding biking from Mayor Steve Arnold and Jason Gonzalez.
6. **Leopold to the Fitchburg Library:** Matthew said he hoped local bike shops would be involved with providing good used bikes for those that did not have bicycles. Bike Fitchburg is supporting this ride with volunteers. Some of the other comments about this ride pertained to the following: (1) Saris could provide "*Gameification*" of biking with a simulator; (2) need to count participants at these events—at all 5 rides; and (3) need to convey the route soon and make sure it is not too hilly.
7. **Bike counts for May and June:** Bike Fitchburg needs volunteer support for the bike counts. Suggestion made to post a sign up form on our website. Bike counts on multi-use paths over three years will demonstrate trends in behaviors. Bike Fitchburg will share the results with the City of Fitchburg Engineering and Planning staff as done in prior years.
8. **New Business:**
 - Fundraising for overhead expenses
 - Need press release after 501c3 is determined
 - Define who we are/articulate our strengths
 - Demonstrate our value/provide assistance/education and options
 - After 501c3, must provide donation to Friends of Badger Trail
 - Where's the cycling cow?
 - Speak to Chamber meeting

Meeting adjourned at 8:00 p.m. Next meeting will take place on Monday, April 24, 2017 at 6:30 p.m.