

Bike Fitchburg Monthly Meeting  
Fitchburg Public Library  
Monday, June 26, 2017 @ 6:30 PM

Attendees: Steve Arnold, Roger Bass, Bill Hauda, Katie Hensel, Matthew Jones, Darryl Jordan, Jennifer Ullman, and Liz (Sprehe) Veler.

- i. **Introductions:** Jennifer began the meeting at 6:31 PM.
- ii. **Approval of May 2017 Minutes:** Minutes from the May 22, 2017 meeting were distributed and approved.  
*Motion:* Bill, 2<sup>nd</sup>: Roger.
- iii. **Treasurer's Report:** Current balance: \$259.11.
  - a. The \$200 check for the Friends of the Badger State Trail has been cashed.
  - b. Jennifer reminded the group that we are now a 501(c)(3) tax-exempt organization and that donations to the group are tax deductible.
- iv. **Events & PR/Marketing:**
  - a. Discussion regarding **"Bike Fitchburg" banner** for tabling events
    1. The group believes that a reusable banner with grommets would be a visible, effective marketing tool.
    2. Matthew & Steve will be contacting local printing businesses for a quote or possible donation of a banner (value-in-kind promotion/sponsorship).
    3. *Motion:* David; Seconded Matthew that we pursue a donation of a 6' banner to promote Bike Fitchburg (utilizing our logo).
  - b. Discussion regarding **handouts** at events
    1. Paper handouts are not always effective; consider low cost "swag" that may have more of an impact.
    2. No motion was made nor action items set; we will continue with our current course of action and may consider more after we have a banner.
  - c. Update on **Leopold to the Library** (Matthew)
    1. Six bikes were donated from Fitchburg Cycles; available for attendees to keep.
    2. Recap from:
      - June 3 – Rained out (rain & thunder)
      - June 17 – 2 adults, 3 children + staff attended. Crafts (License plates), snacks, and Summer Reading Program were highlights.
    3. Remember: Sign-in sheet for the events & "ABC quick check" before the ride.
    4. Preview of July 1: More interest and outreach from new and returning families.
    5. The 7/15 event has been rescheduled to 7/22 due to conflicting date with the Bike for Boys & Girls Club. Subsequent to this meeting, the library staff told us that we could not do the event on July 22 as staff would not be available to assist with this event. The ride will continue on July 15 with others from Bike Fitchburg leading the event since some of the Board members will be riding in the Boys and Girls Club ride.
  - d. Tabling at **Bike for Boys & Girls Club** (Bike4BGC) on Saturday, July 15
    1. Many of our group members will be participating. We would like to see other members out to support us!
    2. Matthew will contact the organizers to verify our presence at the event to promote our group and hand out information on Bike Fitchburg & Leopold to Library.
  - e. Tabling at **Concerts at McKee** on Monday, July 17
    1. The possibility of hosting a bike valet was discussed. Most people arrive by car and there is plenty of parking available, so the idea was dismissed.
    2. We will try to have a presence to promote the group and pass out Leopold to Library flyers.
    3. Timeframe: Youth Band plays at 6 PM; Headliner 7-8:30 PM. We would set up our tent/information booth from 5:30-7:15 PM. David can bring tent & chairs.

- v. **Tri 4 Schools:** Katie, guest from Tri 4 schools, presented details regarding her organization to the group. They host kids' triathlons and a family mud run around the area to promote healthy lifestyles. The money raised by their events is used to promote health & fitness activities in area schools. They hope to start an after-school training program at Leopold Elementary in the spring. We hope to be able to promote each other and increase awareness of the activities available to our area's youth.
- vi. **Update on Fitchburg Station on Badger St. Trail (Bill)**
  - a. Stewart Tunnel is open again – Stainless Steel netting on ceiling (mining technique)
  - b. Cashed the check from Bike Fitchburg (Pick Me Up) and established a separate savings fund for the Old Fitchburg Depot project.
- vii. **Update on !Pick me up at the Border!– Friday, Oct. 6, 2017**
  - a. Badger State Trail updates: Stewart Tunnel is open; Construction on Marketplace to Lacy is finished.
  - b. Steve recommended that we contact the Fitchburg police for help at crossings (McKee Rd to Co Rd M)
  - c. RD/Event Director is to be determined. More promotions to come later in the summer.
- viii. **Other/New Business**
  - a. Bike Week (6/1-6/11)
    - 1. We were not involved this year as we are still getting organized.
    - 2. Looking for more support from the city & public works.
  - b. Fitchburg Mountain Biking
    - 1. Quarry Ridge & Seminole are fantastic assets! In the media:  
<http://www.channel3000.com/madison-magazine/home-and-lifestyle/bike-the-burbs/554999248>
  - c. Mayoral Challenge – Mountain Biking or Bike Challenge?
    - 1. We will contact him (via city administrative office) to arrange a meeting.
  - d. City of Fitchburg Capital Improvement Program (CIP) – came out today
    - 1. 5-year or 10-year plan; any changes from here out will need to be amendments.
    - 2. Of interest: Paving shoulders and other bicycle-related issues.
  - e. Fitchburg Chamber of Commerce
    - 1. Pinned bicycling as a key part of Fitchburg's identity.
    - 2. Our agenda is aligned with theirs.
    - 3. Urged council to establish ordinance for bicycling.
    - 4. 'Bike the Burg' water bottles and local bike trail maps available there!
  - f. We need to continue advocacy with the city and the local government! (primary mission)
  - g. Agriculture Past & Present tour canceled this year due to construction – need to ensure it continues next year
  - h. Roundabout Beautification (Liz)
    - 1. Bike Roundabout is overgrown – can we revitalize it? Liz will follow up with local government to determine what course of action we can take.
- ix. **Meeting Adjourned 8:15 PM Motion:** Steve, 2<sup>nd</sup>: Darryl