

Bike Fitchburg Monthly Meeting
Fitchburg Public Library
Monday, August 28, 2017 @ 6:30PM

Attendees: Tony Hartmann, Bill Hauda, Joe Imilkowski, Matthew Jones, Darryl Jordan, Steve Meiers, Jennifer Ullman, Liz Veler, David Vogt

1. **Introductions:** J. Ullman began the meeting at 6:31 PM.
2. **Approval of July 2017 Minutes:** Minutes from the July 24, 2017 meeting were distributed and approved, with the note that David drafted the letter to the Bike Fed in regards to the CIP Amendment support. *Motion:* Bill, 2nd: Matt

3. **Discussion:**

A. CIP

- i. **Amendment 4:** Whalen Road 3' paved shoulders from Fish Hatchery to Fitchrona Road: PASSED
 - a. \$897,990 added to CIP for 2018; funding proposed via borrowing
 - b. Having the highest number of people in favor (speaking and registering support) worked in our favor
 - c. Town/City of Verona own Whalen west of Fitchrona – Bike Fed will be working with them to get similar improvement.
- ii. **Amendment 14:** Reconstruct Fitchburg Depot: PASSED
 - a. \$15,000 added to CIP for 2018; \$300,000 added to CIP for 2019
 - b. Half of the money sourced from city funding, half by fundraising for the depot
 - 2018: \$15,000 planning costs: \$7500 would be provided from the city parks fund; \$7500 provided by fundraising
 - 2019: \$300,000 building costs: \$150,000 funded by city to match \$150,000 fundraised
 - c. Variables: Lease/purchase of land from DOT; community outreach
- iii. General Thoughts
 - a. Our bike advocacy is becoming pro-active. We should start to develop a legislative agenda and “plan of attack” to keep our momentum up.
 - b. Potential threats to these amendments/projects?
 - CIP is technically non-binding; it is a plan as to where the money comes from and goes to.
 - Fall executive operating budget (“the budget”) is more short-term and nearer-term projects. Items can be taken out if the mayor deems it necessary, so we will monitor, but do not anticipate an issue.
 - We should keep engaging the mayor and continue our presence at meetings.

B. Fall Operating Budget related to the CIP:

- i. See above
- ii. “Investing in cycling is investing in our community’s future growth”

C. Badger State Trail/Old Fitchburg Station Campaign

- i. *Motion:* Create dedicated subcommittee for fundraising and outreach, organizing & planning for Fitchburg Depot (Made by David, 2nd Bill)
 - a. Will collaborate with Friends of Badger Trail
 - b. Need to create mission and collect names

- Saris (Chris Fortune) – Bike racks and Fix station for Depot? Volunteer/Table at Saris Gala (David will contact)?
 - Pacific Cycles (Samantha Hersil) – David will contact
 - Fitchburg Cycles (Edwin Benet) – Display & Collection?
 - c. Contact visitors bureau (Fitchburg Chamber of Commerce), City Administrator (Pat Marsh), and Fitchburg Historical Society (Rich Eggleston) for their input, assistance, support
 - d. Possible funding sources:
 - Collections at local businesses
 - Fundraising by selling trail passes? (20% goes to retail point, 80% to DNR)
 - Trailhead grants, Stewardship funds, Adventure Cycling grants, Rails to Trails coalition, Bikes Belong grant, People 4 Bikes
 - e. Jennifer and Matt will contact someone at Sparta-Elroy to tour for information
 - Have they had a capital project on their facility recently? Find a similar project to model ourselves after?
 - f. Local Depots: Verona, Monroe, Mt. Horeb
 - g. Create a state trail “passport” with the DNR to encourage more ridership?
- D. Pick Me Up at the Border Ride (October 6, 2017)**
- i. Is the trail even open? There are Closed signs but many people are out there still using it and new gravel has been placed. Quite a bit of standing water still on trail.
 - a. Matt will reach out to DNR / property manager, Warden John Arthur
 - ii. Marketing – Facebook, E-Mails
 - iii. Contacts for ride involvement:
 - a. Jennifer will email Richard Schick (Illinois) and Thad Schumacher to ask them if they will have same involvement as last year
 - b. Matt contacted the Fitchburg Police Department for assistance with road crossings
- E. Leopold to the Library Debrief**
- i. A successful first season; a similar program would work well for the future.
 - ii. Things to consider:
 - a. Encourage recurring attendance
 - b. Evening option for better scheduling?
 - c. Setup start time vs. “wheels up” start time
 - d. Frequency: David suggested once per month for better planning, promotion, and scheduling. Other options would be weekly (for consistency, but it may be a challenge getting volunteers), or a similar bi-weekly to what we did this year.
 - e. Getting people there – continue attending school family nights
 - Arrange a ride for family nights, when the prospective users are already there
 - Perhaps have a mini bike rodeo at the school? Get bikes/helmets to kids and fit them at that event.
 - Have a bike trailer “Bikemobile” (like bookmobile, but for bikes)
 - f. Need enough equipment (bikes, helmets) on hand for all to participate
 - g. Outreach to Community Centers & MSCR
 - h. Expansion to other routes
 - Jamestown Neighborhood – we have talked with Wanda Smith and she has a lot of interest!
 - Belmar Neighborhood

- i. Sending thank-yous to people involved this year (Matt, Liz)
- 4. **New Business**
 - A. Bombay Bicycle Club **Wright Stuff Century Ride** (Sunday 9/3) is free this year
 - B. **Staybridge Suites** opening this month (behind Hy-Vee) – Bike friendly! Bike storage closets on each floor! We will schedule a tour.
 - C. **Lower Yahara River Trail Bridge** has opened! Huge turnout and ridership.
 - D. **Membership**
 - i. We are getting big enough to consider getting together a formal e-mail list or mailing list database
 - ii. Formal Membership Form?
 - iii. Membership list to include resident/non-resident status
 - iv. Constant Contact or other e-newsletter
- 5. **Meeting Adjourned** 8:14 PM *Motion:* Joe, 2nd: Darryl