

Bike Fitchburg Monthly Meeting
Fitchburg Public Library
Monday, September 25, 2017 @ 6:30PM

Attendees: Tony Hartmann, Bill Hauda, Joe Imilkowski, Matthew Jones, Darryl Jordan, Angela Kinderman, Kay Lum, Thad Schumacher, Jennifer Ullman, Liz Veler, Kate Wicker

1. **Introductions:** Jennifer U. began the meeting at 6:30 PM.
2. **Approval of August 2017 Minutes:** Minutes from the August 28, 2017 meeting were distributed.
 - A. Tony H. asked for clarification of 3A (CIP): Dollar amounts are estimates and “planned” for the budget but are not guaranteed; funding will be from multiple different sources (not all from city)
 - B. *Motion:* no motion. Will approve next meeting, once the amendment/clarification is made.
3. **Guests for Discussion:**
 - **Fitchburg Chamber Visitor & Business Bureau** (Angela Kinderman & Kate Wicker)
 - A. Now (as of January) the official tourism entity for the city; receive room tax dollars for operations
 - B. “Bike the Burg” initiative: Great location - All of the bike trails converge in Fitchburg!
 - C. Bicycle friendly community re-certification – they keep a file on biking for reference; One question asked on the application is “Does your city have a bicycle committee or commission?”
 - D. City is working on wayfinding; including bike trails. (Signage with business info & mileage)
 - E. Chamber Foci: Leisure Development, Corporate Development, Brand Extension
 - F. Advertising with Travel Wisconsin, strategic partnerships and
 - G. City in Motion video: visitfitchburg.com (view the video!)
 - I. Many activities are now based in Fitchburg
 - II. The Chamber offers event organizers support and resources to establish in the community
 - H. Link Exchange with Bike Fitchburg websites; partnerships between the groups.
 - I. Bill H. presented the CVB with his thoughts regarding the Fitchburg Depot project (near Wendt/Adams Roads) and how it would tie in to CVB mission and tourism, and intersect with the planned bike route/extension from Oregon, including having a possible “park & bike” lot. CVB can help us by contacting the Common Council with their supporting of the project planning.
 - J. Update of strategic marketing and economic development plan. **Action Item:** Can we rate/earmark some bicycle projects for prioritization and action by the CVB/City?
4. **Board Member:**
 - Nomination upcoming for new Board member Noah Schneider (Dream Bikes store manager who will be SAG support for Pick Me Up) – postponed to a later meeting
5. **Treasurer’s Report:** Current balance 235.87
6. City of Fitchburg Mayor’s **2018 Budget Proposal** – Latest Status:
 - A. Not getting as much money from the state next year so looking to cut projects/line items.
 - B. The Mayor’s proposed 2018 budget cuts both of the BF-focus projects (Whalen Road shoulders and Parks funding for planning the Fitchburg Depot). Explained on page 2: <http://www.fitchburgwi.gov/DocumentCenter/View/15849>
 - C. Whalen Road Shoulders:
 - I. Annual taxpayer impact of the full project, which would be borrowed funds, would be ~\$35,000 per year for the 20-year repayment.
 - II. Possible compromise: modify the project as only Mutchler to Fitchburg roads, plus extensions to tops of hills?
 - III. Aaron Richardson is writing the amendment to the budget; will be released soon.
 - IV. The paving of the hill extensions, which should be done regardless, would be in public works or road resurfacing budget categories
 - D. Old Fitchburg Depot:

- I. Tony H. is looking to add parks funding (\$7500) back in to 2018 budget for the planning phase, but possibly push construction funding to 2020 rather than 2019
- E. **Action Items/Upcoming Meetings:** <http://www.fitchburgwi.gov/2346/Agendas-Minutes>
 - I. 10/2 Board of Public Works 5:30pm
 - II. 10/3 Finance Committee 6pm (Special Meeting – Budget)
 - III. 10/4 Finance Committee 6pm (Special Meeting – Budget)
 - IV. 10/5 Parks Commission 7pm
 - V. 10/10 Finance Committee 6:30pm
 - VI. 10/10 Common Council 7:30pm
- 7. **Board Transition and Website:**
 - A. David Vogt separating from group as of Dec.; he owns the Bike Fitchburg web domain & WordPress site; has been paying for hosting.
 - B. Communications/Media SubCommittee and Transition plan TBD. **Action Item:** Jennifer U. and Matthew J. will follow up with David.
- 8. **Pick Me Up at the Border Ride** (October 6, 2017)
 - i. Thad S. will lead the ride from the start in Madison through Fitchburg (McKee Road).
 - ii. Joe I. volunteered for on-trail support; Noah Schneider will be mobile SAG and repairs. Jennifer U. will collect donations at start.
 - iii. Fitchburg PD will light & protect intersections (McKee Road)
 - iv. Trailer expected at the Border; will be brought down the day before and brought back by the lead bicyclist. Thad S. will provide contents.
 - v. Tony H. asked to update our websites for the event (Bike Fitchburg, Friends of Badger Trail, Facebook event)
- 9. **New Business**
 - A. McKee Road reconstruction
 - i. <http://www.fitchburgwi.gov/2426/McKee-Road-Reconstruction>
 - ii. Council seeking input from the public by 10/4.
 - iii. Bike Fitchburg will be supporting our ideal option, “Alternative C”.
 - B. Action Items
 - i. David V. contacting Saris about a table at their upcoming 2017 Gala event. Maybe coordinate with Tony given his meetings coming up with Saris.
 - ii. David V. contacting Pacific Cycles.
 - iii. Fundraising committee for the Old Fitchburg depot - Jennifer contacted Kay about design for donation drops.
 - iv. Jennifer/Matthew sent thank you cards to Mayor Jason, Liz/Gabby at Library and Sami at Leopold School.
- 10. **Meeting Adjourned** 8:21 PM *Motion:* Tony H., 2nd: Kay L.