

Bike Fitchburg Monthly Meeting
Fitchburg Public Library
Monday, June 24, 2019, 6:30 p.m.

Attendees: Steve Arnold, Tony Hartmann, Bill Hauda, Joseph Imilkowski, Matthew Jones, Darryl Jordan, Jennifer Ullman, Liz Veler

1. **Introductions:** Jennifer U. began the meeting at 6:30 p.m.
2. **Approval of May 2019 Minutes:**
 - A. Steve A. noted that the revised approved minutes do not need to be sent to the group.
 - B. Updates: 4.D. naming “North Fish Hatchery Bike Hub Partnership”; 5.C.a. cost of Bike League membership \$75.
 - C. **Motion** to accept the minutes with above corrections 1st: Steve A.; 2nd: Matt J. Motion passed.
3. **Treasurer’s Report** (Jennifer U.): Checking account balance is \$737.62; savings account balance is \$1,050.08.
 - A. We received a check from Bill H. that will be deposited to cover Bike Fitchburg’s membership to the Fitchburg Chamber of Commerce.
 - B. IRS Filing: Jennifer U. still needs to follow up with Gary Berger.
4. **Old Business:**
 - A. **Website:**
 - a. We are still in communication with Donna L. (copy editor) and looking to build more copy and content. Send Donna L., Kay L., and Jennifer U. copy if you see anything that is needed.
 - b. Steve A. has spent time reviewing the website and has identified the pages that need to be updated for content. He continues to work on them: “Advocacy”, “Our City”, “Events”, and “Visit Fitchburg” are yet to be completed. Jennifer U. will email Steve A. next week to touch base on how much content he has developed.
 - c. Steve A. also recommended that we add a phone number for contact information, which was tabled until we could consider the options further. Jennifer U. also recommended having generic e-mail aliases for the Bike Fitchburg Board of Directors and Advisors.
 - d. Darryl J. made a **motion** to give Steve A. full authority on building content for the website. The group’s consensus was that they did not want everything to fall on one person. **Motion was rescinded.**
 - e. Jennifer U. noted that we must make a point to have a copy of the website saved to avoid future loss of data when the site is transitioned to new management/hosting.
 - B. **Pick Me Up at the Border Ride (Friday September 13th):**
 - a. Steve A. talked to Jason Adamany (Adesys) to secure a starting point for the ride.
 - b. Matt J. has leads on pre-ride live music and food.
 - c. Trail Status: Trail is good to Monroe as of this weekend.
 - d. Sag: Steve A. will get in touch with Matt Martinez at DreamBikes North.
 - e. Topic is tabled until next month; we’ll add promotion as a line item for the July agenda.
 - C. **Bike Playground:** No updates. Still looking for someone who wants it or is able to store it. Joe I. would like use of his trailer back.
 - D. **North Fish Hatchery Bike Hub Partnership:**
 - a. Steve A. asked Mayor Richardson about the project at the 608 ride; he responded the funds do not exist for the project. Tony H. met with Mayor Richardson and got a similar response; Tony H. reminded him that outside organizations have offered financial contribution to the project.
 - b. Tony H. will write up talking points and reach out to other alders to speak with us, and possibly bring up the project to the council again. We should mobilize the membership to contact their alders.
 - c. Noted from last month’s discussion: Equity, including this project, is important for our mission. It’s essential to share transportation and recreation by bicycle to lower income and underserved communities. We must attend the Common Council meetings and speak to it as citizens.
 - E. **Parking Census:** No updates. Steve A. will be getting back to working on the data soon. Bicycle Friendly Community application due August 8th.
 - F. **Quarterly Bicycle Committee Meeting (May 28):**
 - a. Steve A. attended and discussed the history of bicycle organizations and committees in Fitchburg as well as Best Practices for Bicycle and Pedestrian Advisory Committees.
 - b. Bicycle Committee members will be reviewing the Bike and Ped plan and prioritizing the items listed therein. The committee asked to see the Bicycle Friendly Community application ahead of time to review and offer additions. The Bicycle Committee and Bike Fitchburg agreed to work ahead in a complementary and cooperative manner.

G. 608 Ride Recap (June 8):

- a. Ride was organized with the Mayor of Fitchburg and the Fitchburg Chamber of Commerce at Funk's Pub.
- b. Steve A. said it was a successful event that we should hold annually with the mayor. We collected a number of emails for the Bike Fitchburg mailing list.
- c. Tony H. mentioned that future rides should be on bike trails as much as possible for safety reasons. We'd like to ensure that we have police presence for safety on roads.
- d. Tony H. brought up the Fitchburg Agricultural Route (FAR) ride which has not taken place the last 2 years; the group thought it would be best to keep both rides going separately.

H. Social Media:

- a. Steve A. has retained a spreadsheet of engagements in the past year: Facebook group members increased from 274 to 329; Facebook page likes 14 to 174; e-mail lists now 127; Twitter likes increased from 125 to 134; Instagram currently at 70 followers.
- b. BF posted about bicycle parking on Madison Bikes; that action resulted in 17 more page likes and 15 more emails. Posting more frequently can attract more attention to the group and increase support and participation.

I. Sugar River Ramble (June 2): Event was held. No updates.

J. Bike Fitchburg Commuter Station (June 4):

- a. Einstein Bagels and Caribou coffee were provided at the roundabout, as well as some swag and information.
- b. 74 people stopped at the commuter station. During the Bike Count time period from 7 a.m. to 9 a.m. 27 people were counted at D/PD "green bridge" intersection and >120 people at roundabout. Steve A. will have counts of giveaways.
- c. The next commuter station event will take place in February 2020 for Winter Bike Week.

K. Strategic Planning/Annual Meeting (August/September):

- a. We need to set a date and time. Jennifer U. will send an email to ask for availability.
- b. Matt J. sent out ideas (Saturday, 9am-1pm with breakfast and facilitator to chair the meeting).
- c. Send information of anyone who can help facilitate to Jennifer U. so she can reach out to them.

5. New Business:

- A. **Bike for Boys & Girls Club Ride (July 20):** Bike Fitchburg will have a table. Many BF members will be participating in the ride.
- B. **American Heart Association Cycling Event:** Raising awareness for American Stroke Month. Next year's event will be May 13, 2020. Steve A. noted that it is not an event that we can put our efforts behind as an organization.
- C. **Bike League Membership:** Steve A. paid the organization's annual membership fee for the Bike League.
- D. **Updates to Board Contact List:** The contact list was passed around for verification.
- E. **Bicycle Friendly Community application:** Steve A. is working on the application and will loop in Matt J. if/when necessary.
- F. **Fitchburg Bike Map:** The Chamber of Commerce is re-doing its bike map which promotes local businesses. Steve A. is meeting with the project manager and design firm to assist with the project.
- G. **Bike Dane Annual Meeting (June 17):** Steve A. found out about the meeting late but was able to attend.
 - a. There is no "park & ride" grant program funded for this year; there is funding for flood repair projects.
 - b. There is no local advocacy group to our south; we should work the with town of Oregon, city of Fitchburg, and Dane County to connect the Oregon Rotary trail to the Badger State Trail.
 - c. Phase 3 of Capital City Trail resurfacing will involve completely re-doing the roundabout area to resolve stormwater issues (it may no longer be a roundabout). We need to become involved with Dane County Parks to assist in Advisory.
 - d. There is a small bicycle/pedestrian counter on the CapCity trail near the roundabout/Seminole MTB trailhead. Steve A. has been in touch with EcoCounter for a bike counter at the roundabout.
- H. **E-Bike Bill:** A bill to have a separate class for E-Bikes is out of State Assembly and Senate committees; it has been passed by the Assembly and has been transferred to the Senate. It may come up for vote by the end of the month.
- I. **Neighborhood Bike Fix-up (June 26):** Bike Fixing at City Redeemer Church (5366 King James Way) with DreamBikes, Steve Meiers on Wednesday, June 26th at 6 p.m.

6. Next Meeting: July 22 at 6:30 p.m.

7. Adjournment: Meeting was adjourned at 8:06 p.m. *Motion* 1st: Steve A.; 2nd: Darryl J.