

Bike Fitchburg Monthly Meeting
Zoom Meeting
Monday, September 21, 2020, 6:30 p.m.

Attendees: Steve Arnold, Tony Hartmann, Joe Imilkowski, Matthew Jones, Darryl Jordan, Angie Lucas, Kay Lum, Thad Schumacher, Jennifer Ullman, Liz Veler

Guest Attendees: Aaron Richardson, Ken Ellingsen (RDE)

1. **Call to Order:** Jennifer U. began the meeting at 6:34 p.m.
2. **Approval of August 2020 Minutes:**
 - A. Amendments: Financial report remove question mark; savings account \$1800.66; extra spacing.
 - B. **Motion** to accept the minutes with amendments. 1st: Steve A.; 2nd: Jennifer U. Motion passed.
3. **Guest Speaker: Mayor Aaron Richardson**
 - A. Striving for gold Bicycle Friendly Community: He is working with Bike Fitchburg and the Fitchburg Bicycle Committee.
 - B. Other focus areas: Upgrades to bike/multi-use infrastructure, attention to bike infrastructure on roadways.
 - C. Construction to note: McCoy & MM intersection in 2021 (traffic lights); S. Syene road changes.
 - D. Steve A. brought up the topic of Complete Streets & Vision Zero; automobile-centric design.
 - E. The city is looking for input on low-cost ideas and projects that will help the city become more bicycle-friendly and get closer to gold status as a community.
 - F. Steve A. mentioned that bike counters (or even trail cameras) could be helpful as a metric for the city. Bike Fitchburg continues to compile data via in-person bike counts twice-yearly.
 - G. We support the Mayor's bicycle-friendly initiatives and focus on bike improvements for the City.
4. **Treasurer's Report:**
 - A. Checking account balance \$253.77. Savings account balance \$1800.71.
 - B. Recent expenses: \$15.81 Zoom Pro monthly fee.
 - C. Recent deposits/earnings: \$45.00 deposited for Pick-Me-Up registrations and donation (Jim Bates); \$0.05 earned in interest on savings.
 - D. Pending: \$483.80 check in transit from RunSignUp.com for Pick-Me-Up; \$23.25 held in reserve for refunds by RunSignUp.com (to be paid October 10); \$2.49 wrongly withheld in sales tax by RunSignUp.com (Bike Fitchburg, Inc. is exempt from state and county sales tax).
 - E. Steve A. is working on setting up direct deposit through the RunSignUp.com payment account.
 - F. Yearly budget is about \$500 (\$300 in organization memberships [Bike Fed, Bike League, Chamber] and \$200 extra for donations or other expenses) which has been very close to spot on for this year.
5. **Old Business:**
 - A. **Code of Conduct:** Please acknowledge receipt of Bike Fitchburg board communication when appropriate.
 - B. **Debrief of 2020 Pick-Me-Up at the Border:**
 - a. Previous dates for the event sponsored by Bike Fitchburg: 10/6/17, 9/28/18, 9/13/19, 9/11/20
 - b. Recap:
 - i. There were 26 online pre-registrants and 6-7 in-person registrants.
 - ii. It was rainy and windy but participants were in good spirits.
 - iii. Trail was in great condition. Tunnel detour was not well marked.
 - iv. Professional SAG (Race Day Events) was thoroughly appreciated.
 - v. Thank you e-mails are being sent to riders & sponsors, others.
 - vi. There was press coverage by the Fitchburg Star at the event:
https://www.unifiednewsgroup.com/fitchburg_star/community/to-illinois-rain-or-shine/article_076a39a3-20e9-5799-8bbf-353182de4141.html
 - c. Suggestions for future events:
 - i. Update mileages to waypoints for accuracy.
 - ii. Consider starting a little earlier (5-5:30 p.m. for users who may not enjoy night riding as much).
 - iii. Utilize RunSignUp.com options for communication.
 - iv. RDE can establish more of a working relationship with us for the event; we can consider their level of involvement.
 - v. Steve A. asked if we should consider publicizing the alternate, pavement-only route.
 - vi. There is opportunity for discount codes (up to 100%) through RunSignUp.
 - vii. 2021 Date will be discussed in the future.

- C. **Strategic Planning:** Jennifer U. sent out the executive summary from the Strategic Planning meeting on September 3. Please reply with any input that you may have.
 - D. **Wade Thompson Email (bike pump track):** City of Fitchburg is hiring a professional planning organization consulting for the Pump Track at the N. Fish Hatchery Community Hub.
 - E. **Website/Social Media:**
 - a. Steve A. will be writing a news article with the FACT release for the website.
 - b. From June to September, our social media accounts increased as follows: Facebook page followers: 417 to 441; Facebook group members 273 to 294; E-mail list 181 to 218 (also removed 13 undeliverable addresses); Twitter followers 10 to 12; Instagram followers 117 to 122.
 - c. Official communications should be posted on our Facebook page; community discussions should be held in the Facebook group.
 - F. **Badger & Sugar River State trails:** ATV/UTV access has a letter-writing campaign. The DNR has removed motorized traffic from the plan!
6. **New Business:**
- A. **Dane County Bicycle Grant program:**
 - a. JUST Bikes is working on obtaining some small grants.
 - b. They can write for these grants for smaller organizations who do not have the professional capability.
 - c. Steve A. proposed that the local bicycle advocacy organizations can assist with the financial management.
 - d. **Motion** that Bike Fitchburg adds their name to the list as willing to partner with organizations to serve as financial agents for a grant if the organization does not have their own 501c3. 1st: Steve A.; 2nd: Liz V. Motion Passed.
 - B. **Padres e Hijos en Accion** (Parents and Children in Action), a member of the JUST Bikes Coalition, is looking for donations of bike helmets.
 - C. **Bike Committee Meeting** (City of Fitchburg) is next Tuesday morning 7:30-9am. Please send Angie L. any questions or input. Matt J. asked about the shoulders on Irish Lane as it's being reconstructed (see below). Steve A. asked the committee to pursue funding to meet monthly in 2021.
 - D. **Bicycle Accommodations:**
 - a. Steve A. asked Public Works to make room for bike lanes on current Irish Lane reconstruction under Hwy 14. They will reconsider when the road is re-done in the future.
 - b. Phase 2 of TerraVesa will also need to take curb cuts into account.
 - E. **LoveToRide:** Cycle September is still going on.
7. **Next Meeting: October 26th** at 6:30 p.m. via Zoom meeting.
8. **Adjournment:** Meeting was adjourned at 8:28 p.m. **Motion** 1st: Liz V.; 2nd: Darryl J.