

**Bike Fitchburg Monthly Meeting**  
**Zoom Meeting**  
**Monday, October 26, 2020, 6:30 p.m.**

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

1. **Call to Order:** Jennifer U. began the meeting at 6:32 p.m.
2. **Approval of September 2020 Minutes:**
  - A. Amendments: Added a note of support for the Mayor's initiatives (3.G.), add Steve A.'s initial (4.E.), clarify organization memberships (4.F.).
  - B. **Motion** to accept the minutes with amendments. 1<sup>st</sup>: Steve A.; 2<sup>nd</sup>: Thad S. Motion passed.
  - C. Liz V. has resigned from the Board Secretary position effective year-end 2020. It was discussed that we need to recruit additional Board and/or Advisory Members as well as for the Secretary role.
    - a. Discussed review of the bylaws as well and consider expanding the number of directors for the organization, that is, some of our Advisors may want to serve as Directors.
    - b. Discussed everyone making short lists of their personal or other contacts first, then e-mail and social media contacts to identify interested parties to serve in the leadership.
3. **Treasurer's Report:**
  - A. UWCUChecking account balance \$745.01. UWCUChecking account balance \$1,800.75.
  - B. Recent expenses: \$15.81 Zoom Pro monthly fee.
  - C. Recent deposits/earnings: \$23.25 deposited from RunSignUp.com Pick-Me-Up registrations (direct deposit); \$0.04 earned in interest on UWCUChecking account.
  - D. Steve A. received our postcard reminder from WI Dept. of Financial Institutions to file our annual report by the end of the year. The form is filed online and the fee is \$10. He will complete the filing this week.
4. **Old Business:**
  - A. **Cycle September:** Terrific outcome for our team and all of the Madison-area groups. It's a very important encouragement campaign for bicycling in the area.
  - B. **Press Event for Badger State Trail Bridge:** Steve A. wrote a press release and there were photos taken at the event to open the bridge (not publicized to avoid crowds). Steve plans to share release with Kay L. for posting to Bike Fitchburg website.
  - C. **Progress for Funding for Repair and Opening of Stewart Tunnel:** It is unclear whether the DOT has conducted an engineering study or estimate on costs to repair; the WI Bike Fed has listed the repair as one of the most important tasks for the State to complete. The DOT has an obligation to repair to keep as a railroad bed.
  - D. **Pick Me Up at The Border:** Steve A. will compose a thank-you e-mail for attendees (this will be automated next year). Sponsors will need to be sent separate official thanks.
  - E. **Strategic Planning:** Jennifer U. sent out the executive summary from the Strategic Planning meeting on September 3. Roundtable thoughts:
    - a. The meeting had thoughtful, detailed sessions with good ideas put onto paper.
    - b. We should continue to refer to the Plan moving forward.
    - c. Remember our purpose: make biking more fun, safer, and more accessible in the City of Fitchburg.
    - d. We should utilize the money we raise (from PMUATB and other fundraisers) for projects or programs that continue to advance our mission. Establish projects (and take action with these projects) that will advance the mission.
    - e. Ensure that members and other interested parties are contributing to advance our cause.
  - F. **Website/Social Media:**
    - a. No recent updates to the website.
    - b. From September to October 2020, our social media accounts increased as follows: Facebook page followers: 441 to 447; Facebook group members: 294 to 304; E-mail list remains at 218; Twitter followers remains at 12; Instagram followers: 122 to 123.
    - c. We should utilize our communications to engage with followers regarding infrastructure, events, etc.
  - G. **Bicycle Parking Census:**
    - a. The census is a terrific upgrade to our BFC application and PlacesForBikes rating.
    - b. Steve A. has recorded 20+ new bicycle parking areas (281 new stalls) since the census was completed. He is working with newer construction/complexes to ensure that their bicycle parking is created and compliant.

- c. We will need to check with new construction within the city; we need volunteers to assist with continuing the census (Kay L. & Tony H. volunteered while on the call; we will reach out to the larger mailing lists for volunteers and input).
  - d. We may want to consider advancing our business outreach relationship with the Chamber of Commerce regarding Bicycle-Friendly Business practices and endorsements.
5. **New Business:**
- A. **Fitchburg PD Bicycle Patrol:**
    - a. Tony H. met to ask about rebooting the bike patrol for the City.
    - b. We may be able to secure discounts for the bikes. There are \$6-8k costs for equipment to restart the patrols.
    - c. The PD is willing to commit energy to the project. We should ensure they are appropriately trained and outfitted.
    - d. Community officers are a priority and point of focus especially in the current era.
    - e. We will invite representatives to attend a future Bike Fitchburg Board meeting.
  - B. **City of Fitchburg Bicycle Committee Meetings:**
    - a. The committee is now meeting every other month.
    - b. There has been discussion on where the Capital City Trail crosses Syene Rd. (including Cheri Maples memorial).
    - c. Repaved Irish Lane shoulders are also a point of discussion.
    - d. Lacy Rd. plan (next year's project) will need to be reviewed.
  - C. **Budget Hearings:** City Operating Budget public hearings are coming up.
  - D. **B-Cycles Ride:** Tony H. will be meeting with representatives; they're hoping to install up to 4 B-Cycle stations in the city of Fitchburg in the next 12-18 months. We will discuss their meeting at our next meeting.
  - E. **Bike Fed:**
    - a. Memberships: The Bike Fed is looking for individual support; there will be a virtual gala this year (silent auction and speakers on Nov. 7)
    - b. Steve A. will be participating in a project to install repair stations at public locations in Madison next week.
6. **Next Meeting: November 23<sup>rd</sup>** at 6:30 p.m. via Zoom meeting (always the same link).
7. **Adjournment:** Meeting was adjourned at 8:06 p.m. *Motion* 1<sup>st</sup>: Jennifer U.; 2<sup>nd</sup>: Kay L.