

Meeting Minutes

Fitchburg Bicycle Advocates (FBA)

Monday, July 25, 2016 @ 6:30 PM @ Fitchburg Public Library

(Conference room)

Attendees: Bill Hauda, Tom Humphrey, Joe Imilkowski, Matthew Jones, Darryl Jordan, Andrew Perez, Thad Schumacher, Jennifer Ullman, and David Vogt.

Jennifer Ullman commenced the meeting and brief introductions were made. Meeting minutes were approved from May 2016. 1st: Matthew; 2nd: Bill.

- Brazen Dropouts: Introduction was made of Andrew Perez who also is affiliated with the Brazen Dropouts.
- Website: The website is functional. David has been adding content to it. Darryl and Matthew are working on artistic designs/themes to add to the site. Also, plug-ins for social media are being added to the site. Suggestion made to add active participants or editors/administrators to the site. Roadmap for site: 1) form social media team/website; 2) editors/write and post; 3) 2nd admin.; and 4) 1st round of big content. Website taskforce includes: Jennifer, Matthew, David and Darryl.
- Press Release/Media: Once website is launched with more content and design, suggestion made to issue a press release.
- Meetings: There are meetings being held with Dane County Board and Fitchburg Chamber of Commerce. Matthew attending these meetings. Suggestion made to mention our website to the Fitchburg Chamber. Bill agreed to send Matthew/Jennifer a link for the chamber.
- Google Docs: Matthew is working on registering this site and domain name.

- Bylaws: A review and comment process is taking place among members in order to finalize the bylaw document. Also, need to discuss annual dues, membership structure, among other topics.
- Advocacy: Collection of bike count numbers is very important. Increases our chances of bike friendly community status. Send highlights of surveys to David.
- Bike Plan Update: will be completed by end of 2016. Open house held on July 21. 25 attendees. Comments can be made online.
- Pick Me Up At the Border Ride: Registration is now open, \$20 registration fee. Matthew set this up via active.com. Thad and David agreed to be co-event coordinators and assist Matthew/Jennifer with this ride. Ride starts at the State Capitol then goes to the IL Border. Ride begins September 16. Key next steps: 1) update website; 2) figure out the trailer; 3) head announcer at start point; 4) waiver of liability; 5) manage finances for ride; 6) release of riders riding the event; and 7) market the event. Jennifer agreed to check with legal counsel on whether the group is taking a change to promote the event and how to protect Bike Fitchburg. Motion made to vote Thad and David as co-event coordinators. 1st: David; 2nd Bill.
- Other Issues:
 - Calendar – project is tabled at this time. Collection information for 2017.

Motion made to adjourn meeting. 1st: David; 2nd: Matthew. Meeting adjourned at 8:30 PM.