

Bike Fitchburg, Inc. Monthly Meeting Minutes

Monday, 09/25/2023, 7:00-8:30pm, Fitchburg Senior Center

- 1) Call to order, roll call, welcome, introductions - **Darryl**
Present were board members Kay, Tony, Darryl, and Steve. There was a quorum. Also joining us were three guests: Ann Lebahn, Stan Lebahn, and Mark Wilkerson. The guests agreed to be on our mail list.
- 2) Meeting Host Spotlight & Special Guests
No representatives from the city were present. Steve noted that the Senior Center, Community Center, City Hall, and Library (collectively the “Civic Campus”) had just been awarded a Gold Bicycle Friendly Business award by the Bike League, as our tour of Fitchburg Bicycle Friendly Businesses continues.
- 3) Approval of past minutes: Aug 28, 2023
Steve moved that the minutes be approved as submitted. Darryl seconded. Approval was unanimous.
- 4) Treasurer’s report – **Steve**
Steve apologized for not providing a full Treasurer’s report. He has not yet found the source of a discrepancy in the starting balance for the Stiegert memorial fund. When he finds the error he’ll send a treasurer’s report out by e-mail that the board can approve with the minutes at the next meeting. He did report that:
 - a) The memorial fund received a donation of \$500.
 - b) Pick Me Up expenses were \$50 for the DNR permit and \$334.45 for snacks.
 - c) Pick Me Up received \$600 in registrations and \$555 in donations, including Thad’s sponsorship. All Pick Me Up revenue is now deemed to be fully earned and is included in our net worth. Our net revenue from the event was \$770.
 - d) There were no changes to other accounts.
- 5) Progress on 2023 goals
 - a) Volunteer Recruitment
Steve explained our bike advocacy role, our activities, and our needs for volunteers to our guests, who were relatively new to Fitchburg.
 - b) Update & Re-ratify the Bike/Ped Plan
Reminder that if you haven’t read the plan lately, please do so to refamiliarize yourself with it. The Mayor’s draft 2024 budget is available on the city’s website, and includes a line item on p345, under Account 5630-210 (professional services not provided by staff) to hire a consultant: \$25,000 Refresh of the Bicycle and Pedestrian Plan.
Steve explained the history of the Bike and Ped Plan and that the city Bicycle Committee would be serving as the steering committee for the update.
 - c) Greenway System - **Steve**
Steve explained the greenway system concept to guests and reported he had presented the concept to our Public Works Director and Transportation Engineer since the demonstration intersection grant was accepted and the sign locations were field located by their predecessors. They agreed that the signs could be ordered and were supportive of the concept. Steve will order the signage for the demonstration intersections in October.
 - d) **BCycle Expansion**
Per Phil Grupe at Sep 12 Council Meeting, Phase II is proceeding: \$404,000 for 100 docks at approximately 13 additional locations, 55 e-bikes, software and

setup, concrete slabs, and navigational kiosks. Federal Grant funding will cover up to \$323,200 (80%), with the remaining \$80,800 (20%) to be covered by local share. Metrics for the seven Phase I stations: 3500 unique trips, 2.1 checkouts/day at the Limerick to over 9/day at Oak Bank site.

Steve reported that the funding gaps were closed and that Phase II is fully funded. Phase II stations have been installed at the Boys & Girls Club Allied Family Center and McKenzie Regional Workforce Center and the Fitchburg Public Library. Additional stations are expected at the Senior Center, Dawley Bike Hub, and other locations.

e) Better-Connected Trail System - **Steve**

No report

f) Bike Rodeos / Education & Outreach - **Mike**

No report (Mike couldn't attend.)

6) Other Perpetual Topics

a) Fitchburg Bicycle Committee – **Mark**

Mark reported to Bill by e-mail: Our next meeting is Tuesday, October 3, with the only topic to Review/Discuss the current 2017 Bike/Ped Plan, mapping out the status of the current recommendations.

We had a Conference Call with the Bike League regarding our Silver Status; received some very beneficial feedback. Plan to bring our planning group together later this Fall to map out the strategy for Reapplying. We've got some areas we need to expand, grow, improve if we're going to progress to Gold in the future.

Continuing to do planning for enhancing Senior Cycling in the City. The Rides for Joe will continue into October.

After several complaints regarding the intersection of Cottonwood/Military Ridge Path adjacent to General Beverage, some new signs will be added on the driveway and path to make both truck drivers and cyclists are aware of this crossing and to proceed slowly.

Steve reported that Fitchburg now has 14 Bicycle Friendly Businesses, the most of any city in the state. (Due to non-renewal, and recognizing Saris is in Fitchburg, not Madison, Madison has 13 BFBs. We need to press ahead with recruitment, as we kicked the sleeping bear, Madison Bikes, who will likely undertake a recruitment campaign of its own. Steve is working with the Avante Uptown apartments for the Nov. 5 deadline. Mark intends to meet with Steve to select another 25 candidate businesses for BFB applications.

b) Policy and/or Public Works update – **Steve**

The Mayor has introduced a resolution to remove \$830,000 in funding for completing the paved shoulders on Whalen Rd and reallocating it to renovate Kids Crossing and the Tower Hill Park shelter. We will attempt to get this resolution referred to the Bicycle Committee and Transportation and Transit Commission (TTC) and oppose it at all the commissions and committee meetings and at the final Common Council meeting. We have a good chance to defeat it—as a budget amendment it requires six (of eight) votes to pass.

The TTC members voted to made the adoption and implementation of Vision Zero their policy work plan for the year. Vision Zero is the principle that no one should die or be seriously injured by traffic violence.

c) Social media update - **Steve**

Our following continues to grow organically. Steve cleared the backlog of June Wisconsin Bike Week visitors to our commuter station and added the Pick Me Up registrants that were not already on our list.

Date	09/26	08/26	07/24	06/26	05/22	04/24	03/27	02/26	01/27
Facebook Forum	598	593	590	581	578	573	570	564	562

members									
Facebook page likes	616	612	611	606	604	597	583	569	562
Facebook page followers	694	687	681	674	668	655	634	616	618
E-mail addresses to add	0	19	34	19	8	8	0	200	200
E-mail list addresses	343	294	257	263	246	252	256	89	71
Instagram	280	276	271	263	260	255	250	244	240

7) Old business

a) **Pick Me Up - Mike/Thad**

This year's event on Sep 22, 2023 had a threatening weather forecast, but there were only scattered showers at the north end before the ride started. There were forty registrants. Six did not attend. Noah from DreamBikes offered mechanical support at the start. Race Day Events allowed us to use the building to keep dry while we gathered and were briefed. The Fitchburg Police Dept. again provided a patrol officer to safely shepherd us across Cty Hwy M. This was the first year we had a DNR permit and Bike League insurance for our event. Snacks, purchased and placed by Mike and retrieved by Thad, got great reviews. Thad estimates about 15 riders made it to the border and back.

There have been no new surveys received.

We need to pick next year's date so Steve can renew the ride on our registration platform, RunSignUp.com.

b) Bike Fitchburg Board Member Shortage

We pitched board membership to our guests. Otherwise, no report

c) Kyle Stiegert Memorial - **Steve**

The project has stalled because the city has inadequate resources to maintain existing facilities, and so wants to make our project an example of a new policy that sustainable funding must be provided. The city is asking for the Friends of the Kyle Stiegert Greenway and Bike Fitchburg to not only purchase materials and equipment, but provide enough cash to replace it all and cover ten years of maintenance. When Steve and Dawn determine the total required, and likely find it's beyond our means to raise it, we'll likely ask the city for relief from this new policy.

As stated above, the memorial fund received a grant from a donor-advised foundation of \$500. It arrived in August but languished at Race Day Events until we discovered it while preparing for Pick Me Up.

8) New business

a) Bike Lane Uprising Bike Light Giveaway

Steve brought up a potential new project sponsored by BLU. It involves BLU's on line store where one can "buy" a set of quality, rechargeable, LED bike lights (front and back) for \$13. But one doesn't actually get the lights. Instead, when 200 sets are "purchased", BLU orders them from their contract manufacturer and ships them to the city giveaway leader, who arranges to give them away to anyone who needs them, no strings attached. Generally the donation campaign is run on social media and the giveaways are on busy trails at night, at events, or with bike giveaways. There is a bimonthly introductory virtual meeting ("BLU Bike Light Giveaway 101") for those interested in the program on even numbered months, and a mandatory virtual meeting for leaders of active cities (currently five, including Milwaukee) on odd numbered months. Steve can't take this on, but guest Mark Wilkerson was interested. Steve and Mark will attend the November 101 meeting and report back.

9) Adjournment

Darryl moved adjournment and Steve seconded. Approval to adjourn was unanimous at 8:40pm.

Upcoming Meeting Information

- Oct 23 - Location TBD

Steve is working on two possible venues for October and November: Saris (Bronze BFB) and Avante in Uptown (our next BFB applicant). (We don't meet in December.)

Steve asked for another board member to step forward to arrange our meeting venues for 2024. We could continue touring or settle on a single location. We cannot meet at the Fitchburg Public Library at 7 because the library now closes at 8pm Mon-Thu. We could meet monthly at the Senior/Community Center.