

Bike Fitchburg, Inc. Monthly Meeting Minutes

Monday, 11/27/2023, 7:00-8:30pm, Saris

- 1) Call to order, roll call, welcome, introductions - **Darryl** at 7:04
A quorum was present: Steve, Kay, Tony, Darryl
- 2) Meeting Host Spotlight & Special Guests
 - a) Jeff Iverson, Director of Engineering, Saris Equipment
Saris is our host this evening. Jeff will take us through the change in ownership and what it means to the long Saris tradition of bike advocacy.
Started in 1974 as Graber Products; became Saris in 1989 (a contraction of Sara's and Chris Fortune's first names); acquired CycleOps trainers in 1998; bought Bike Fixation in 2016; acquired by C+A Global from the June 2022 receivership. Worth more as a whole business. October 2023 restructured and rebuilt. Employees when from over 200 to about 70 FTEs today. Most of same products are offered.
They are considering opening their trails to the public with help of CORP. They will require on-line registration and liability waiver. Overall, the takeover by C+A Global appears to be working well.
 - b) Michelle Bachaus, Community Engagement Manager, Wisconsin Bike Fed
Michelle is the statewide leader for Bicycling Without Age and a national leader in the movement.
Michelle sells memberships, helps communities and organizations become more bike friendly. Michelle summarized CWA for us.
 - c) Guests: George, Jackie, Craig Weinhold, Paula Romeo, Bob Stigsal, Pam Sprecher, Victor Emanuel, Jeff Iverson, Michelle Bachaus
- 3) Approval of past minutes: Oct 23, 2023
Moved by Steve as amended, seconded by Kay, passed unanimously
- 4) Treasurer's report – **Steve**
Checking balance \$17,700.23, savings balance \$1802.45. Since our last meeting we paid \$25 to the WI Department of Financial Institutions to maintain our non-profit corporation status and \$50 to the League of American Bicyclists to cover the Bicycle Friendly Business application for Avante Properties. We earned another nickel in interest. The error that was troubling Steve for the last few months was for \$180 and introduced in May. It's now been fixed. Other balances: we have \$250 worth of inventory (durags, Bicycle Benefits and Bicycle Friendly America materials), and the checking account contains \$882.66 for the AARP grant for Greenway System signage and \$13,895.38 in the Kyle Stiegert memorial fund). Our net worth is now \$4974.64.
- 5) Goals and work plan for 2024
 - a) Volunteer Recruitment **Tony**
Need something clear to work on. We need to identify opportunities to help and publicize them. We set a goal to have ten or more active volunteers, including advisory board members.

b) [Update & Re-ratify](#) the [Bike/Ped Plan](#)

An update was funded last year in the 2024 city budget. The City Bicycle Committee has the lead on this project.

c) [Greenway System](#) - **Steve**

We have approval from Public Works to order the signs. They will be installed by the city when they're received. During the application process for Bicycle Friendly Business award for Avante Properties, Chris Armstrong committed to fund the signage needed for the Uptown Greenway, and perhaps for the Uptown portions of the Lacy and Cheryl Greenways (our cycle tracks).

d) [BCycle Expansion](#)

All eight phase two stations have been all been installed: Boys & Girls Club Allied Family and McKenzie Regional Workforce Centers, Dawley Bike Hub, Library, City Hall/Community Center, Senior Center, McGaw Park, and Swan Creek Park. Fitchburg now has fifteen stations.

Per Phil Grupe, that's [55 of the 100 docks](#) we have budgeted so far. Looking forward to more sponsorships in the spring to go beyond the initial TAP grant.

e) [Better-Connected Trail System](#) - **Steve**

Our objective measure of the connectivity of our low-stress bikeway system, produced by PeopleForBikes' Bicycle Network Analysis from OpenStreetMap data, actually dropped last year with the addition of the Southdale neighborhood from the Town of Madison. It appears that Southdale is close to more destinations in the City of Madison, but the high-stress barriers of US 14, the Beltline, and Rimrock Road block those on bikes from reaching them. When considering only the old Fitchburg boundaries (without Southdale) our score increased.

We expect further increases in this years rating with the completion of the Lacy Road project west of Seminole Hwy and the S Syene Road project from E Cheryl Pkwy south.

f) [Bike Rodeos / Education & Outreach](#) - **Mike**

No report

6) Other Perpetual Topics

a) **Fitchburg Bicycle Committee – Mark**

1. Next Bike Committee Meeting is Tuesday, December 5.

2. Bike Committee Goals have been drafted for 2024 and will be acted upon at the December meeting. Once passed by the Committee, I will share with the Bike Fitchburg Board.

3. I have met twice with Chad Brecklin regarding both the time frame for the refreshed Bike Plan and plans for the next Bicycle Friendly Community application to the Bike League, tentatively slated for submission in 2026. The Bike Committee has reviewed/commented on the 2017 Bike/Ped Plan Recommendations.

4. The Ad Hoc Senior Cycling Planning Group met Nov. 2; with three key areas of followup:

> Cycling Without Age: Introductory Meeting with the Wisconsin Bike Fed slated for December 13 at the Senior Center; 2-4 PM. Once we have a flyer from Michelle Bachaus Mark will approach our local Senior Living Centers inviting them to the Dec. 13 Meeting. WE STILL NEED SOMEONE TO LEAD THIS PROJECT AND MORE VOLUNTEERS

> 2024 Rides for Joe; Thad and Andy Volunteered to again head up, with support from David Hill of the Senior Center. More details to come in January

> Community Bike Rides; More to come here as there is a small group of folks who will begin to put some thoughts on this; (D. Jordan, J. Mathe)

5. BCycle; All Phase 2 sites are now in EXCEPT the HUB on Traceway Drive (project has not started. This represents app.100 Bikes. There are several other sites under consideration for 2024. Fitchburg Sites:

Phase I: Limerick, Terravesa, Oak Bank, Agora, Hatchery Hill Park, McKee Farms Park, Wyndham Hotel at Hatchery Hill

Phase 2: Boys and Girls Club, McKenzie Training Center, Swan Creek Park, McGaw Park, Fitchburg Senior Center, Fitchburg Library, Fitchburg City Hall, Dawley Bike Hub. BCycles are now slated to be out until 12/15. This could change with the weather.

6. APBP-recommended Parking in Fitchburg Parks; we received permission and \$\$ approved to place 4-6 Racks in each of our Community and Area Parks. Racks are in place now in over half of the parks with the rest committed for early 2024.

7. Bike Training with our Schools; actively working on a Plan with Mike Grady and Mark Wilkerson to increase safety training sessions in our elementary, middle and high schools. This was identified as a deficiency in our 2023 Bike League Application.

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

Lacy Road west of Seminole Hwy is open and the bike facilities are great! There will be rectangular rapidly-flashing beacons (RRFBs) at the Lacy Rd crossing of the Badger State Trail.

c) **Social media update - Steve**

Date	11/27	10/23	09/26	08/26	07/24	06/26	05/22	04/24	03/27	02/26	01/27
Facebook Forum members	615	608	598	593	590	581	578	573	570	564	562
Facebook page likes	622	619	616	612	611	606	604	597	583	569	562
Facebook page followers	700	697	694	687	681	674	668	655	634	616	618
E-mail addresses to add	0	0	0	19	34	19	8	8	0	200	200
E-mail list addresses	342	345	343	294	257	263	246	252	256	89	71
Instagram	288	285	280	276	271	263	260	255	250	244	240

7) Old business

a) Bike Fitchburg Board Member Shortage
No report

b) Kyle Stiegert Memorial - **Steve**
No report

c) Bike Lane Uprising Bike Light Giveaway - **Steve & Mark**
Our page on the crowdfunding site is up!

<https://www.bikelaneuprising.com/product-page/fitchburg-sponsor-a-set-of-bike-lights>

Please kick in for a few sets of lights at \$14 each, and ask your friends and co-workers to do the same!

d) 2024 BF Board Meeting Locations?

After some discussion about whether we should move the meeting around or stick to one place,

it was moved by Darryl and seconded by Kay that we meet at the Senior Center. It's centrally located, has great bike parking and a BCycle station, good WiFi and A/V, and doesn't cost us anything. Passed unanimously.

8) New business

a) South BRT route and design - **Steve**

See handout with proposal. Our concern is that if widening the pavement is off the table, then center-running BRT would eliminate on-street bike facilities on Fish Hatchery Rd and S Park St. We consider a multi-use path on only one side of the street inadequate, since there are destinations on both sides of the street. We therefore are arguing for side-running BRT in shared bus/bike/right turn lanes, as we have today on Fish Hatchery Rd. The proposal was adopted and submitted to Metro, the MPO, Madison Bikes, and the City of Fitchburg.

b) Cycling Without Age Overview Dec 13 2-4pm at the Senior Center

Per Nov 14 email from Mark H:

Flyer advertising the event needs a lead sponsor.

Mark advocates that Bike Fitchburg sponsor the event.

c) Bicycle Friendly Business Outreach Cover Letter - **Steve**

Mark and Steve are relaunching our three-part business outreach: bike parking, Bicycle Benefits, and Bicycle Friendly Business applications. We need board members and other volunteers to approach one or more businesses that are or could become bicycle friendly and sheppard them through the process. Stever and Mark will train.

No volunteers stepped forward at this meeting.

d) Event schedule for 2024

- i) Winter Bike Week 2/4-2/10 (commuter station 2/6, Winter Bike to Work Day Fri. 2/9)
- ii) Celebrate Trails Day Sat. 4/27
- iii) May is Bike Month (proclamation last Council meeting in April)
- iv) National Bike to Work: event with the Mayor Fri. 5/17
- v) Wisconsin Bike Week 6/1-6/9 (commuter station Tue. 6/4)
- vi) Fitchburg Festival of Speed has been cancelled for 2024.
- vii) Fitchburg Community Night Out (police set date in August)
- viii) iPick Me Up at the Border! 9/20-9/21
- ix) Madison Santa Rampage 12/14
- x) Rides for Joe the first Wednesday of each month May through October at 10am at the Senior Center
- xi) TBD: rodeos, others

e) [Holiday Lights Tour](#) Fri - Sun Dec 15-17. Should BF organize a ride?

9) Adjournment at 8:38pm

Next meeting: Jan 22 - 7:00-8:30pm, Fitchburg Senior Center, 5530 Lacy Rd