

Bike Fitchburg, Inc. Monthly Meeting Minutes

Monday, 1/22/2024, 7:00-8:30pm, Fitchburg Senior Center

1) Call to order, roll call, welcome, introductions - **Darryl**

7:07pm

Board Members: Steve Arnold, Kay Lum, Bill Jetzer, Mark Wilkerson, Mike Grady, Darryl Jordan, Tony Hartmann

Guests: Amanda Marek, Mark Hamilton, Erik Kimble, Pam Sprecher

2) Special Guests

Amanda Marek Carlson, Executive Director of Tri 4 Schools South Central Wisconsin

Amanda will describe her programs and we'll brainstorm how we can collaborate.

Amanda:

- Promote positive relationship with physical activity
- Three multisport events per year (2 tri, 1 run bike run)
- After school training programs. 8-10 weeks, at school, w/teacher as coach
- Have a bike trailer full of 25-30 bikes—striders through middle school age. With helmets and pumps. Goal is for trailer to be in use any time there's no snow on the ground
- New operators of the Birdie Derby (formerly Berbee Derby)
- 100% of revenue goes back to schools. Grants for schools. Goal is to help fund PE departments
- Amanda previously worked for Race Day Events. Approached by race director to take over the Derby.
- Wants to collaborate with BF on events

3) Approval of past minutes: Nov 27, 2023

Approved as amended by Kay

4) Treasurer's report – **Steve**

Checking balance \$18,165.34, savings balance \$1802.54.

We are grateful to acknowledge an unrestricted \$500 contribution from Paula Romeo at our last meeting. Since our last meeting we paid \$34.99 to Bike Lane Uprising for a sample of the lights we'll be giving away and \$149.90 to Zoom to extend our subscription for another year. Steve covered the Zoom fee with a \$150 donation. We sold a Bicycle Benefits starter kit to Rutabaga from inventory for \$26.75 and replaced it by purchasing one from Ian. We earned another \$0.09 in interest. Other balances are unchanged: \$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 \$5439.84.

5) Goals and work plan for 2024

a) Volunteer Recruitment **Tony**

No formal report. Just notes that it's good to see a few new faces.

And Carol Aspinwall moving back to Fitchburg in Feb

b) Update & Re-ratify the Bike/Ped Plan

Mark met w/Mayor & City Administrator Chad Brecklin.

RFP will go out in the spring.

Should be done by early 2025.

Bike Committee has reviewed bike parts. Will also review the Ped parts now.

Steve met w/the mayor a few weeks ago and suggested that she include pedestrian activists on the steering committee. Steve has suggestions of people who might be interested.

Homework from Mark: (Re)read the [2017 Bike/Ped Plan](#)

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

- i) Pitched greenway system to the mayor. Parks & Open Space “still working on it”
- ii) New dashed lines on OpenStreetMap are now funded and/or seriously proposed links rather than wishlist
- iii) Proposed ordinance change for bike lanes to Chad Brecklin
- iv) BFB process for Avante, Chris Armstrong agreed to fund the signage for the trail in Uptown

d) [BCycle Expansion](#)

Over 5000 checkouts at Fitchburg stations.
Pulled all the bikes for the season Dec 15.
Not a lot of problems reported.
BF will get quarterly reports via Mark H
The Hub will get a station
Stoner Prairie, Rutabaga/Delta, West of Verona Rd

Tony: Should we recognize the corporate sponsors? Mark/Steve: they have on-bike advertising.
Mark will talk to Angela at the Fitchburg Chamber about formal recognition.

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

Should get a nice bump in BNA with updated Lacy & Syene

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

Mike:

- Partner check-ins to discuss 2024 events
- Looking into swag from sponsors
- Working on school engagement
- Thinking about our fleet
- Developing recruitment and volunteers
- Event Schedule: Parks Alive, Community Night Out, bike give-away (Bikes 4 Kids, Wheels for Winners)
- Classroom events w/Parks & Rec, Sr Center Smart Cycling, work with Wheel & Sprocket

Mark W: See Appendix A.

Steve: Active Living Workgroup may have people to attend LCI training
Must take Smart Cycling training before you can do LCI

Mark H: Part of Fitchburg’s gold certification criticism was that we didn’t have enough LCIs

6) Other Perpetual Topics

a) **Fitchburg Bicycle Committee – Mark**

- i) Met with both Mayor Arata-Fratta and City Manager Chad Brecklin re. the Priorities for 2024 for the Committee
 - (1) Will be increasing Meetings to 8-10 per year; Streamline Meetings—Less Reporting/More discussion/decisions
 - (2) Bike/Ped. Plan Renewal will Start in June, 2024; Including Ped. too. Some of past participants still included in local cycling; Committee will be appointed. Timetable given to City
 - (3) Committee for Gold Journey will also kick off in Summer 2024; BF will have representatives On the Committee; Plan for managing all deficiencies noted in the 2023 Dashboard; Including Person Hours/\$\$; Timetable of Spring 2026
 - (4) NEED an Estimated hourly count of BF leaders working on this goal to include in Next Application
 - (5) Commitment from the Mayor and CM that Biking will continue to play an important role in the City; Present Bike Update to COW in Summer 2024
- ii) RRFB (Rectangular Rapid Flashing Beacon) will be purchased and installed in 2024 where the Cannonball Trail crosses Seminole Highway
- iii) Commitment from City to complete Project to place APBP Racks in all Community/Area Parks
- iv) M. Grady and M. Wilkerson to be working on events/activities with ALL 3 School Districts in Fitchburg, M. Wilkerson also to be trained as an LCI>>Part of Gold Journey
- v) Hosted Senior Planning Group; hosted Cycling Without Age Event in December; Darryl/Mark W. to take lead to move forward; Committee Appointed: Thanks to Mike/Mark
- vi) Organized Rides in Summer; Some linked with Bike the Burg; was Discussed at the Senior Planning Group
- vii) Bicycle Committee Priorities for 2024 were decided in Dec 2023. They are:
 - (1) Fitchburg Gold Journey
 - (2) Safety
 - (3) Fitchburg Bike/Ped Plan; Update 2017 Plan
 - (4) Monitor Infrastructure
 - (5) Bike Data
 - (6) Enforcement; Cars, Pedestrians and Bikes
 - (7) Equitable Access/Inclusion
 - (8) Education
 - (9) Bike Sharing
 - (10) Other
 - (a) Initial Greenway Route planned
 - (b) Plan to Track Bike Mode across City
 - (c) More APBP Approved Parking in City Parks
 - (d) Bright at Night Project

- (e) Evaluate opportunities for other forms of Bicycles
- (f) Evaluate future Trail Connection with Oregon

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

Vision Zero

Fitchrona Rd reconstruction: feedback submitted. Probably not getting protected bike lanes

Rimrock Rd resurfacing: by the county and will be striped with buffered bike lanes

Counter from Denmark. USB device uses LTE to talk to server. Counts 12 classes of vehicles.

\$150/device + subscription => \$400

Council passed a measure so that it's no longer legal to park cars in bike lanes.

c) **Social media update - Steve**

Date	01/22/24	11/27/23	01/27/23
Facebook Forum members	627	615	562
Facebook page likes	631	622	562
Facebook page followers	712	700	618
E-mail addresses to add	0	0	200
E-mail list addresses	349	342	71
Instagram	290	288	240
Threads	40		

7) Old business

a) Bike Fitchburg Board Member recruitment

Carol would be a good candidate

Amanda may be interested as well

b) Bike Lane Uprising Bike Light Giveaway - **Mark W.**

c) Cycling Without Age Overview Dec 13 2-4pm at the Senior Center - **Mark W. & Darryl**

d) Bicycle Friendly Business Outreach - **Steve & Mark H.**

Rutabaga in process.

Saris is in Fitchburg

Please submit any other businesses you know of that might be interested

e) Event reports and planning

i) Gear Shift Gathering Fri. 1/19 - **Mark W.**

ii) Winter Bike Week 2/4-2/10:

Commuter station 2/6 - **Steve**

Mike, Kay to volunteer

Winter Bike to Work Day Fri. 2/9)

- iii) National Bike Summit: Slow Roads 3/19-21 - **Steve**
Steve will attend virtually (cost \$105)
- iv) Celebrate Trails Day Sat. 4/27 - **Steve**
Bike counts, refreshments
- v) Smart Cycling Class and LCI Seminar May-June - **Mark W.**
- vi) Rides for Joe Wed. 5/1, 6/5, 7/3, 8/7, 9/4, 10/2 - **Steve**
Will be in the ride guide for 2024
- vii) May is Bike Month (proclamation last Council meeting in April) - **Steve**
- viii) National Bike to Work: event with the Mayor Fri. 5/17 - **Steve**
Wants a bunch of us to ride with the Mayor from McKee Farms Park to City Hall
- ix) Wisconsin Bike Week 6/1-6/8 (commuter station Tue. 6/4)
- x) Fitchburg Festival of Speed cancelled for 2024
Maybe close Cheryl Pkwy, get food trucks, have bike rodeo, etc. Angela Kinderman is excited about it.
- xi) Fitchburg Community Night Out (police set date in August) - **Mike**
- xii) ¡Pick Me Up at the Border! 9/20-9/21 - **Steve**
- xiii) Madison Santa Rampage 12/14
- xiv) TBD: rodeos, others - **Mike**

8) New Business

Mark H handed out "Madison by Bike" routes. Go online and sign up to get (the chance for?) free stuff/prizes.

9) Adjournment

Darryl moved. Steve seconded. Passed unanimously

Next meeting: Feb 26 - Fitchburg Senior Center

Board Meeting - Jan24

Monday, January 22, 2024
9:08 AM

Jan'24 BF Board Update - Mark W.

General Announcements

- *NOTE: I try to provide <links> throughout my updates!!*
- New Google Groups and Share Drives have been created. If you do not have access, please let Mark W know.
 - **Google Share Drives**
 - *Bike Fitchburg Board Members have access to each Share Drive*
 - [LCI - League Cycling Instructor](#)
 - [CWA - Cycling Without Age](#)
 - [BLU - Bike Lane Uprising Lights](#)
 - **Google Group**
 - [Bike Fitchburg Cycling Without Age](#)
 - *NOTE: I did not create groups for BLU or LCI due to limited project scope. If you would like to be added please contact Mark W.*

Gear Shift Gathering - Was held on 1/19-Friday, hosted by "[Bikes For Kids Wisconsin](#)" (formerly *Free Bikes 4 Kids Madison*).

- Special Thank You to Darryl Jordan / Steve Arnold who attended the event and staffed the table with me.
- Being new to the area it was great to meet people from the Madison area bicycle scene, eat great barbeque, cookies, and cocoa. We got a few more names for the Bike Fitchburg Google Group... great opportunity to hone my pitch for who Bike Fitchburg is and what we do. We might have gotten a few more donations for BLU Light Program / Connected with Amanda Marak from Tri4 with possible 2 or 3 more attendees at LCI Seminar. The only downside I experienced was the DARK and COLD porta-potty on the outside of the building.
- Idea for Education - Consider partnering with other groups to look for opportunities to partner events.

BLU Lights in partnership with [Bike Lane Uprising](#)

- **23% toward goal of 200 donations - 46 Donated (154 remaining)**
- Created Posters and Quarter Flyers
 - Rev1 Pending to address print boarder limitations.
- Social Media post to Bike Fitchburg Group and Bicycle Friendly Business sent 1/20 (today).

League Cycling Instructor Seminar (LCI) - in partnership with [The League of American Bicyclists](#)

- We have Plan A (+) Plan B
- Hold a local Fitchburg Seminar
 - **Tentative Dates - May 31 thru June 2.** (*Pending logistics confirmation of classroom and bicycle training area*)
 - [Wisconsin Bike Week is June 1 thru June 9.](#) *Fitchburg LCI Seminar - A great way to participate in Bike Week!!*
 - 2 confirmed attendees (Darryl J & Mark W) - 8 minimum needed to hold the seminar.
 - John Rider - Coach / Steve Arnold - Site Facilitator
 - Marketing for additional 6 attendees necessary to hold Fitchburg LCI Seminar

- *NOTE: Thank You to Darryl for teaching me something new on the difference between advertising and marketing!!*
- LCI Instructors - Send email to all 34 Wisconsin Certified LCI Instructors
- Wisconsin Fed - Laura Mandella is contact.
- Bike Fitchburg Google Group

- Tri 4 Schools - It was my pleasure to meet Amanda Marek at Gear Shift Gathering - Enthusiastic & has several possible attendees. - YAY!!
- Area Bicycle Shops - Solicit help from Julian (*Wheels and Sprocket*)
- Area Bicycle Groups - *Mark W. to research*
 - Sun Prairie Moves / Mendota / Verona / Monroe / Janesville / Madison
- Other marketing ideas?? - Please contact Mark W.
- Next Steps
 - Lock Down Logistics within next 2 weeks (*target by Feb 2nd*) - *Last Gate to marketing!*
 - Classroom Options - Library / Community Center / Promega
 - Hands On Bicycle Grounds - Gordan Flesch / Promega Parking Garage for inclement weather
 - Send email to market seminar.
- Plan B - Mark W to attend Portage, MI seminar in late Sept.

Cycling Without Age (CWA) - in partnership with [Wisconsin Bike Fed](#)

- Next Steps >> Be ready to present to Fitchburg Board in Feb Meeting for rev0 plan ratification.
 - Project Plan / Timeline is major focus for February.
 - Count on a CWA Committee meeting between Feb 12th and Feb 16th
 - *NOTE: Probably a Google Meet Session - check overall pulse of online meetings*
- ***NOTE: We have several projects in flight. Please consider helping where you have time, areas of interest or special skills. A PM can only seed a starting point and track progress. It takes a team to refine that seed into a successful project and then take it across the line.***
