

Bike Fitchburg, Inc. Monthly Meeting Minutes

Monday, 2024-04-22, 7:00-8:30 pm

Fitchburg Senior Center



Agenda

Min	Time	#	Topic	Presenter
5	7:00 - 7:05	1	<u>Call to Order, Roll Call, Welcome, Introductions</u>	Darryl
0	None	2	<u>Special Guests</u>	None
5	7:05 – 7:10	3	<u>Approval of Past Minutes</u>	Darryl
5	7:10 - 7:15	4	<u>Treasurer’s Report</u>	Steve
Goals and Work Plans for 2024				
10	7:15 – 7:25	5a	<u>Volunteer Recruitment</u> - Discussion	Tony
3	7:25 – 7:28	5b	<u>Greenway System / Update on Bike / Ped Plan</u>	Steve
3	7:28 – 7:31	5c	<u>Better Connected Trail System</u>	Steve
4	7:31 – 7:35	5d	<u>Bike Rodeos / Education & Outreach</u>	Mark W
Other Perpetual Topics				
3	7:35 – 7:38	6a	<u>Fitchburg Bicycle Committee</u>	Mark H
3	7:38 – 7:41	6b	<u>Policy & Public Works</u>	Steve
2	7:41 – 7:43	6c	<u>Social Media Update</u>	Steve
2	7:43 – 7:45	6d	<u>Bike Fitchburg Board Member Roster</u>	Mark W
5	7:45 – 7:50	6e	<u>BLU Lights</u>	Mark W
2	7:50 – 7:52	6f	<u>League Cycling Instructor (LCI)</u>	Mark W
3	7:52 – 7:55	6g	<u>Cycling Without Age</u> - Motion	Mark W
3	7:55 – 7:58	6h	<u>Bicycle Friendly Business Outreach</u>	Steve / Mark H
New Business				
15	7:58 – 8:13	7a	<u>Potential Summer Rides</u> - Discussion	Mark H
Event Planning				
10	8:13 – 8:23	8	<u>Event Planning</u>	Mark W
2	8:23 – 8:25	9	<u>Adjournment / Next Meeting</u>	Darryl
			<u>Open Action Items</u>	

Minutes

1. Call to Order, Roll Call, Welcome, Introductions – Darryl

- a. Call to Order at 7:03pm
- b. Attendees – Darryl, Steve, Bill, Carol, Tony, Mark
- c. Guests - Mark Hamilton, Paula Romeo

2. Special Guests – No Special Guests for April

3. Approval of Past Minutes: March 25, 2024

- a. Minutes **APPROVED** (Move – Steve / 2nd – Tony – All Voted Approval)

4. Treasurer’s Report – Steve

- a. Checking balance \$17,943.05, savings balance \$1802.68.
- b. Since our last meeting we paid \$75 for our League of American Bicyclists’ membership.
- c. We earned another \$0.05 in interest.
- d. Other balances are unchanged: \$250 worth of inventory (dew rags, Bicycle Benefits and Bicycle Friendly America materials), and the checking account holds \$882.66 for the AARP grant for Greenway System signage and \$13,895.38 in the Kyle Stiegert memorial fund).
- e. Our net worth is now \$5217.69.
- f. We are coming into the period during which we pay our membership fees to the Chamber and the Bike Fed. We will likely be paying \$50 BFB application fees for Summit Credit Union and Seminole Tap, but not Promega, before the next deadline of June 5. We are also looking at \$50 each for BFB award plaques for Avante, Chocolate Shoppe, and Rutabaga in the next month or so. Saris is a renewal and doesn't get a new plaque.

5. Goals and Work Plan for 2024

a. Volunteer Recruitment - Tony

- i. <https://donorbox.org/nonprofit-blog/how-to-attract-the-best-volunteers-and-keep-them>
- ii. Looking for inputs on projects with X number of hours that could provide potential volunteers with substantial work they can accomplish for the benefit of bicycling in Fitchburg.
- iii. **ACTION ITEM - All**
 1. Provide tony@bikefitchburg.org an email with a list of 1 to 5 projects with time commitment needed. List to be compiled and added to our website.
 - a. Quantify Role and Time Commitment for each line item.
 - b. Example: Allied Neighborhood Bike Give-Away
 - i. Fit Bicycles – 3 people / 2 hours
 - ii. Fit Helmets – 1 person / 2 Hours
 - iii. Rodeo Education – 3 People / 3 Hours
 - c. Consider adding.
 - i. Age groups needed such as kids / teens / adults.
 - ii. Any special skills needed such as languages / mechanical skills / marketing skills / website skills / etc.
- iv. **ACTION ITEM – Kay**
 1. Update <https://bikefitchburg.org/> with events that Bike Fitchburg could be involved in.

- a. Would it be possible to have the website event index and the minutes match?
This could make updates easier with a simple copy/paste.

v. ACTION ITEM – Tony

- 1. Work with BFB for a special BFB meeting designed for community updates and invite for involvement.
 - a. Steve suggested to bring in Jerry Sherpa(?) to discuss Bicycle Traffic Signals & MTO Coleen to talk about (unclear topic) and Metro to talk about BRT.
 - b. Marketing Ideas to get the word out about the special meetings ??
 - c. Daryll suggested a topic on cargo bikes.
 - d. Timing of pilot for 3rd quarter.
 - e. Madison Bikes holds alternate meetings each month. One is board meeting and the other has a theme of public interest or learning opportunity.

- b. Greenway System / Update & Re-Ratify the [Bike/Ped Plan](#) – Steve**
 - i. Steve met Dawn at the Kyle Stiegert site. Ideas for a workday. Now meeting with Parks Maintenance and Management and the Fire Department.
 - 1. Looking to create a natural prairie which will require a burn which requires a fire break.
 - 2. Steve took the mayor on a BCycle ride to review site.
 - ii. Greenway Project is working its way through the “Open Parks & Space Plan” update process. Steve provided many inputs to the author of the plan update.

- c. [Better-Connected Trail System](#) – Steve**
 - i. Nothing new this month

- d. [Bike Rodeos / Education & Outreach](#) – Mike / MarkW**
 - i. **Activity Since Last Board Meeting**
 - 1. **Allied Neighborhood Bike Giveaway** - ~65 Bikes + helmets provided to neighborhood children. Mike held a 4-station rodeo assisted by Mark H & Mark W. In a different area of the park, Carol was busy teaching kids how to ride.
 - a. Discussion on photos taken and what do we do with them to help with marketing. Encourage posting either on BF Facebook or on personal stream with [TAG](#) for Bike Fitchburg.

 - 2. **Teaching Safe Bicycling Class** Hosted by Wisconsin Fed (+) DOT was attended by Mark W. along with 8 additional attendees, a couple of which are attending our LCI Training Sessions. After an informative classroom session, we broke into teams to set up a 6-station rodeo and walked the rest of the class through the station. Post discussion was held after each station with questions and suggestions for improvement.

 - 3. **Smart Cycling Class** – Successfully held with 8 attendees. A great learning session with classroom, parking lot skills practice, and completing an 8-mile ride through the east side of Fitchburg to demonstrate the learnings from the day. A BIG THANK YOU

To Jon Rider and Steve Arnold who trained and facilitated this event. I am so looking forward to LCI on May 31st. One suggestion for BFB is to consider hosting this training annually.

6. Other Perpetual Topics

a. Fitchburg Bicycle Committee – Mark H

- i. As passed by the Fitchburg Common Council the “Fitchburg Bike Committee” will be rechristened as the “Fitchburg Bike and Pedestrian Commission” reporting to the Common Council.
 - 1. >10 meetings/year; Start reorg. in June
 - 2. >Add 2 new members with a focus on Pedestrian.
 - 3. >Will select a member to attend the Monthly Transportation and Transit Commission meeting to better link the groups.
- ii. Approval of 2 RRFD Lights; at Seminole Highway/Cannonball Trail and in Terravessa.
 - 1. Steve provided detailed information concerning these lights and the policy requirements that justify having new lights.
 - 2. Tony suggested we need to advocate for improvements for Badger State Trail where it crosses Seminole Rd. and where it crosses Whalen Rd. Lots of discussion but no specific action decided upon to move forward.
- iii. After Consultant selected in June, start the Refresh of the Bike/Ped. Plan
 - 1. The Bike Committee has completed its review and comments on the current plan.
 - 2. This will take the rest of 2024.

b. Policy & Public Works – Steve

- i. New side path on west end of Lacy Road / Wayfair in Stoner Prairie Neighborhood being worked 2024/2025. To be continued to the driveway of the school.
- ii. North side of McKee Rd from Fish Hatchery Rd to Seminole to get multi-use path.

c. Social Media Update – Steve

Date	4/22/24	3/25/24	2/26/24	01/22/24	11/27/23	01/27/23
Facebook Forum members	639	634	629	627	615	562
Facebook page likes	645	639	633	631	622	562
Facebook page followers	727	723	717	712	700	618
E-mail addresses to add	0	0	0	0	0	200
E-mail list addresses	367	367	352	349	342	71

Date	4/22/24	3/25/24	2/26/24	01/22/24	11/27/23	01/27/23
Facebook Forum members	639	634	629	627	615	562
Instagram	311	300	298	290	288	240
Threads	50	47	43	40		

d. Bike Fitchburg Board Roster – Mark W

- i. This roster is a listing of the private contact information for all board members for 2024.
- ii. All inputs have been changed in the roster. Roster changed DRAFT to final.
- iii. A conversation was initiated about public access to contact information resulting in the **REMINDER** that everyone has a xxxxx.bikefitchburg.org email address which can be viewed at [Bike Fitchburg / About Us](#). You might test yours and if there are any issues you should contact Kay for assistance.

e. BLU Lights in partnership with Bike Lane Uprising - Mark W.

- i. 58 lights provided to board members and to table event stock.
 - 1. Steve (10); Tony (15); Mark H (10); Bill (2); Darryl (2); Carol (6); Table Events (10); CWA Pilot Training (6)
- ii. **Distribution Guidelines**
 - 1. Not intended as swag gifts or door prizes.
 - 2. Free to people who need lights to stay safe while riding.
 - 3. No catches – IE: No names or email addresses.
 - 4. Summarize distribution methods / quantities – IE: 6 at Celebrate Trail Days; 10 at Dusk into Dark Table Event; 3 to riders after dark without lights.
 - 5. ++++ Photos encouraged so we can market success ++++
- iii. The last 100 lights are due to arrive early summer.
- iv. Discussion on distribution ideas utilizing additional Fitchburg events such as Police Night Out, Concerts in the Park, etc. Events to be added to our calendar that we track in our minutes and Mark will send requests to volunteer to staff a table event once cleared with event hosting organizations.
- v. Discussion on registering your bicycles on [Bike Index](#).
- vi. Mark W. attended the March BLU Light Lead Meeting.
- vii. **Next Steps**
 - 1. Attend the April BLU Lead Meeting

f. Cycling Without Age - Mark W. & Darryl

- i. CWA Fitchburg presentation complete – motion for ratification
 - 1. Motion by Steve / 2nd by Carol.
 - 2. Motion Passed
- ii. Applied For American Rescue Plan Act: Social Connection

1. President Biden signed the American Rescue Plan Act (ARPA) into law on March 11, 2021. ARPA provides \$1.9 trillion in economic stimulus to aid the recovery from the COVID-19 pandemic.
2. The Wisconsin Department of Health Services (DHS) is investing some of its ARPA funding to implement a statewide grant program focused on addressing the epidemic of loneliness and isolation amongst older adults and people with disabilities.
3. Notification early May'24
- iii. Meeting scheduled with Karen Jeffers, "Director of Sales and Marketing" with Courtyard at Fitchburg. April 29th or 30th. Also preparing to pitch Bicycle Friendly Business during the same session.
- iv. Next Steps
 1. Take to Bicycle and Pedestrian Commission in June – Mark H to arrange agenda time.
 2. Full Marketing Campaign

g. Bicycle Friendly Business Outreach - Steve & Mark H.

- i. BFB has a mini-grant program for \$50 toward BFB.
 1. It costs ~\$100 for a BFB / \$50 for application (+) \$50 for a small plaque.
- ii. We need more volunteers to help with Bicycle Friendly Business.
 1. Need to learn the materials – See Steve
 2. Fitchburg is projected to be on the National List of top cities.
- iii. Suggestion to update [Bike Fitchburg](#) to have a separate tab dedicated to Bicycle Friendly Businesses. Action Item added to tracker for Steve to investigate.
- iv. The League Map includes the locations of all Bicycle Friendly businesses.
 1. [53711 Specific Link](#)
 2. [Wisconsin Specific Link](#)

7. New Business

- a. Potential Summer Rides – Mark H
 - i. I've gotten some feedback from most of that informal Committee and wanted to leave with some firm idea of what we're going to do. Summer is approaching.
 - ii. See attachment added to these minutes for the details. – Please provide Mark with feedback or additional ideas.

8. Event Planning

*** Planning for this month (+) suggestions for additional events*

Date	BF Contact	Event
May - Sept	Steve A	Mad City Velo Monthly Rides From Seminole Tap – Wed nights (Details being worked)
May 1-31	Steve A	May is Bike Month (proclamation last Council meeting in April) Steve wants to meet the mayor when BCycles come out and bike to work with the mayor

May 4	Mark W	Free Bikes for Kids Wisconsin Rodeo SHIFTS ARE: 10:30am-2pm • 1:30-4:30pm Contact nickolas.hein@gmail.com / 608-239-9754
May 17	Steve A	National Bike to Work : event with the mayor
May 31-June 2	Mark A	LCI – League Cycling Instructor
June 1-June 9		Wisconsin Bike Week (Commuter Station Tues 6/4)
July 20	Mark H	Move ‘N’ Groove (Boys & Girls Club)
CANCELLED		Fitchburg Festival of Speed - Cancelled for 2024
Aug 16	Mike G	Fitchburg Community Night Out 5-8pm
Sept 20- Sept 21	Steve A	!Pick Me Up at the Border! Need a race director and location to start the event. Recommendation of McKee Park to start.
Dec 14	Mike G	Madison Santa Rampage

NOTE – Many Event Titles are linked to the related websites.

9. Adjournment

Next Meeting >> May 20 – Fitchburg Senior Center

Note: This is the 3rd Monday versus our standard 4th Monday due to Memorial Day Holiday

Open Action Items

Owner	Count
??	1
All	1
Mark H	1
Mark W	2
Steve	3
Tony	1
Grand Total	9

Action Item	Owner	Need Date	Project	Comments
Provide tony@bikefitchburg.org an email with a list of 1 to 5 projects with time commitment; age group; special skills needed.	All	6/3/2024	Recruitment	List to be compiled and added to our website. This is in support of improving recruitment led by Tony
Update https://bikefitchburg.org/ with events that Bike Fitchburg could be involved in.	Kay	6/30/2024	Website Updates	5/8: Done

Update UnderRound Count Sheet	Mark W	5/31/2024	Table Events	Make a map with boxes to fill in so that anyone can manage the in/out counts.
Work with BFB for a special BFB meeting designed for community updates and invite for involvement.	Tony	7/31/2024	Recruitment	5/7: Timing of 3rd quarter to pilot idea. Proposal to July Board Meeting See April'24 Minutes for full discussion and ideas presented
Create sub-committee to discuss technical process of social media marketing process status	??	7/31/2024	Marketing	Needs owner 5/7: See Steve / Mark for list of what goes where. Mark compiled a starting list that was discussed during BFB April'24.
Add Cycling Without Age to https://bikefitchburg.org/	Kay	5/31/2024	Website Updates	5/8: Done
Add BLU Light Givaway to https://bikefitchburg.org/	Kay	5/31/2024	Website Updates	5/8: Done Used Steve's naming of Bright Lights to the program instead of BLU
Create list of Fitchburg events where BLU Lights can be distributed.	Mark W	5/31/2024	BLU Light	Add to Our BFB Events Calendar after clearing with event hosting organization. Send request for volunteers to staff table
Set agenda Time on June Bicycle & Ped Commission for CWA	Mark H	5/31/2024	Cycling Without Age	Cycling Without Age Fitchburg presentaion
Investigate adding a Bicycle Friendly Business TAB to Bike Fitchburg website	Steve	6/30/2024	Website Updates	Maybe include reference docs
Investigate adding Bicycle Registration to Bike Fitchburg website	Steve	6/30/2024	Website Updates	Discussion on registering your bicycles on Bike Index
Create a steralized version of Bicycle Friendly Business lists that does not include comments and make it available to BFB.	Steve	5/31/2024	Bicycle Friendly Business	Private conversations should remain private.
Review potential Summer Rides and provide feedback / ideas to Mark H.	All	5/31/2024	Board	