

**Bike Fitchburg, Inc. May Meeting Minutes**  
**Monday, 2024-05-20, 7:00-8:30 pm**  
**Fitchburg Senior Center**



**Minutes**

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

- a. Call to Order at 7:04pm
- b. Attendees – Darryl, Steve, Bill, Carol, Kay, Tony, Mike, Mark
- c. Guests – Stu Johnston, Melissa Wilkerson

**2. Approval of Past Minutes: April 22, 2024**

- a. Minutes approved with no inputs for adjustments – Everyone in Favor.

**3. Agenda Proposal – Mark**

- a. **Agenda Proposal >> Approved** – 8 For / 0 Against.
- b. Agenda Proposal [<HERE>](#)
- c. Discussion Points
  - i. Ensure that discussions that lead up to a decision are held face to face and not via email. Use the agenda request to ensure that topics get the time for this discussion. Send agenda requests to the secretary NO LATER than the Friday before the board meeting.
- d. Action Items
  - i. Build an annual cycle of events table for future meeting agendas. - Mark before June Board Meeting agenda sent out 6/14.
  - ii. Build Survey for Future Meeting Agenda Topics – Mark by 5/7 to allow folks to submit ideas.

**4. Treasurer’s Report – Steve**

- a. Checking balance \$17,210.81, savings balance \$1802.72.
- b. Since our last meeting we paid \$60 for Bicycle Benefits start-up kits, \$102.26 for 50 spike anchors for bike parking, and \$459.80 for 6 Bicycle Friendly Business plaques for new awardees. We received \$30 from Seminole Tap for one of the Bicycle Benefits start-up kits.
- c. We earned another \$0.04 in interest.
- d. Inventory increased to \$280 (dew rags, Bicycle Benefits and Bicycle Friendly America materials) due to an additional Bicycle Benefits start-up kit in stock.
- e. Other balances are unchanged: the checking account holds \$882.66 for the AARP grant for Greenway System signage and \$13,895.38 in the Kyle Stiegert memorial fund).
- f. Our net worth is now \$4545.49. *(Adjusted from Steve’s original email per discussion update)*
- g. 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 6/5. Bicycle Friendly Business application fees and awards are among our largest expenses, but we are now tenth in the nation. Should we continue to pay for application fees and awards?
  - i. **Motion to extend authorization for paying the Bicycle Friendly Business \$50/\$50 mini grants for the next year (June / Oct / Winter) >> APPROVED.** – 8 For / 0 Against

- ii. The mini grants make it easier for a business to participate. IE: Managers may have to go through an extended process to get approval and then must determine in which budget category to apply the funds.
- h. Dew rags are still available for \$25. Let's move that inventory!
  - i. 2 dew rags sold during our meeting this month.

## 5. Goals and Work Plan for 2024

### a. Volunteer Recruitment - Tony

- i. Continue to send Tony inputs for project activity breakdowns to help define volunteer opportunities.

### b. Greenway System / Update & Re-Ratify the Bike/Ped Plan – Steve

- i. Nothing to report this month.

### c. Better-Connected Trail System – Steve

- i. Steve is in the process of riding all the paths and streets in Fitchburg. (~280 miles / ~60% complete). He reported on several infrastructure issues that he found and submitted to the city for correction.
- ii. TTC (Transportation & Transit Commission) federal grant suggestions has agreed to apply for planning grants to get projects shovel ready.
  1. Examples are the creation of a multiuse path to the Village of Oregon and creation of a Boardwalk from Cap City Trail to Post Road over the way.

### d. Bike Rodeos / Education & Outreach – Mike

- i. Mike is meeting with Amanda from Tri4 Schools to negotiate using their bike trailer and parking lot to hold training.
- ii. **Action Item** >> Mike to send rodeo & table event dates for publishing into Event Calendar.
- iii. Mark to start attending [Greater Madison Bike Partners](#) meeting (MPO) with Steve to be able to attend as backup so we have full coverage.
- iv. Possible use of money for education – banners / flags / better organization of literature.
- v. LCI – League Cycling Instructor. As part of an effort to help Fitchburg achieve GOLD status, we are holding [1 of only 10 seminars](#) being offered in the USA. Darryl and Mark are attending.

### e. Fitchburg Bicycle & Pedestrian Commission – Steve for Mark H

- i. Ordinance passed to officially change Fitchburg Bicycle Committee to the new Fitchburg Bicycle & Pedestrian Commission.
  1. Chamber member is now a nonvoting member.
  2. Added a new citizen member to recruit advocates for walking.
  3. 6 meeting per year upgraded to 10 meetings per year.

### f. Policy & Public Works – Steve

- i. Fitchrona to Nesbitt Round About construction will include improved bicycle infrastructure.
- ii. Whalen Road shoulder work is in design.

### g. Social Media Update – Steve

i. 21 new email addresses to add from the Celebrate Trails Day event.

<b>Date</b>	<b>5/20/24</b>	<b>4/22/24</b>	<b>3/25/24</b>	<b>2/26/24</b>	<b>01/22/24</b>	<b>01/27/23</b>
Facebook Forum members	642	639	634	629	627	562
Facebook page likes	647	645	639	633	631	562
Facebook page followers	732	727	723	717	712	618
E-mail addresses to add	21	0	0	0	0	200
E-mail list addresses	370	367	367	352	349	71
Instagram	317	311	300	298	290	240
Threads	52	50	47	43	40	

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

- i. IA - Please send mark@bikefitchburg.org a quick email with a quick overview of how you distributed the lights you were provided. We need this for the Bike Lane Uprising June meeting.

Total Lights Distributed from Stock – 70  
 Remaining – 30

Name	Lights	Comments
Steve	10	
Tony	15	Provided to people riding without lights both day / night
Mark H	10	
Bill	2	
Darryl	2	
Carol	6	
Table Events	10	1 at Celebrate Rails to Trails Day
Mark W	6	3 added to Wisconsin Fed Trishaws during CWA Pilot Training / 3 to folks riding without lights by WF 9 to LCI Training Students. Added to bikes for night ride

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 May BLU Lead Meeting

i. **Cycling Without Age - Mark W.**

- i. Meeting held with Karen Jeffers, “Director of Marketing” with Courtyard at Fitchburg.
- ii. Kickoff event held at the Ride to Work with the Mayor event. Wisconsin Bike Fed brought their trishaws, and we provided rides for two residents of Fitchburg Courtyard Mental Care Facility. We got a picture of the mayor sitting on a trishaw.

- iii. Need volunteers to participate in making presentations to care facilities and bicycle friendly businesses.
- iv. Bike Fitchburg will serve as the financial agent to get Cycling Without Age Fitchburg operational. We will start a separate 501 to manage long term operation of the trishaw program in Fitchburg. We will be available to assist other groups such as The Courtyard who want to purchase their own.
- v. GoFundMe page has been established and is taking donations.
- vi. See our [bikefitchburg.org](http://bikefitchburg.org) website for the article and a link to the full presentation.

**j. Bicycle Friendly Business Outreach - Steve & Mark H.**

- i. Ride to Work with the Mayor included the presentation of the new Bicycle Friendly Business awards to 5 new Bronze, and 1 upgraded from Bronze to Silver (Saris)
- ii. See the [Bike to Work with the Mayor video](#) – it is amazing !!
- iii. The League Map includes the locations of all Bicycle Friendly businesses.
  - 1. [53711 Specific Link](#)
  - 2. [Wisconsin Specific Link](#)

**6. New Business**

- a. Nothing this month

**7. Event Planning**

- a. !Pick Me Up At the Border
  - i. Already in ride guide for 2024... add to future agenda topic in Oct / Now
  - ii. Need ride coordinator + new start location.

<b>Date</b> <i>(dd-mm-yy)</i>	<b>BF Lead</b>	<b>Event</b>	<b>Link</b>
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	<a href="#">Link</a>
17-May	Steve A	National Bike to Work: event with the mayor	<a href="#">Link</a>
May 31-June 2	Steve A	LCI – League Cycling Instructor	<a href="#">Link</a>
June 1-June 9	Steve A	Wisconsin Bike Week (Commuter Station Tues 6/4)	<a href="#">Link</a>
25-Jun	Mike G	Leopold Park (5pm-8pm)	<a href="#">Link</a>
16-Jul	Steve A	Mad City Velo Monthly Ride 5:30pm From Seminole Tap	-
20-Jul	Mark H	Move 'N' Groove (Boys & Girls Club)	<a href="#">Link</a>
22-Jul	Mike G	Allied Park (5pm-8pm) Bike Fitchburg Board Meeting evening	<a href="#">Link</a>

16-Aug	Mike G	Fitchburg Community Night Out 5-8pm	<a href="#">Link</a>
20-Aug	Steve A	Mad City Velo Monthly Ride 5:30pm From Seminole Tap	-
17-Sep	Steve A	Mad City Velo Monthly Ride 5:30pm From Seminole Tap	-
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.	<a href="#">Link</a>
14-Dec	Mike G	Madison Santa Rampage	<a href="#">Link</a>

## 8. Adjournment

### Next Meeting

**June 24 – Fitchburg Senior Center**

Action Item	Owner	Status	Activity	Comments
Provide tony@bikefitchburg.org an email with a list of 1 to 5 projects with time commitment; age group; special skills needed.	All	Open	Recruitment	List to be compiled and added to our website. This is in support of improving recruitment led by Tony
Update <a href="https://bikefitchburg.org/">https://bikefitchburg.org/</a> with events that Bike Fitchburg could be involved in.	Kay	DPBU	Website Updates	5/8: Done
Update UnderRound Count Sheet	Mark W	Open	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	Open	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	??	Open	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 <a href="https://bikefitchburg.org/">https://bikefitchburg.org/</a>	Kay	DPBU	Website Updates	5/8: Done
Add BLU Light Givaway to <a href="https://bikefitchburg.org/">https://bikefitchburg.org/</a>	Kay	DPBU	Website Updates	5/8: Done Used Steve's naming of Bright Lights to the program instead of BLU
Investigate adding a Bicycle Friendly Business TAB to Bike Fitchburg website	Steve	Open	Website Updates	Maybe include reference docs
Investigate adding Bicycle Registration to Bike Fitchburg website	Steve	Open	Website Updates	<a href="#">Discussion on registering your bicycles on Bike Index</a>

Create a sterilized version of Bicycle Friendly Business lists that does not include comments and make it available to BFB.	Steve	Open	Bicycle Friendly Business	Private conversations should remain private.
Review potential Summer Rides and provide feedback / ideas to Mark H.	All	DPBU	Board	

# Bike Fitchburg, Inc.

## Agenda Adjustment Proposal

Mark Wilkerson – 5/20/2024



### Opportunities Heard

- Benefits of deeper dive on topics...
- Increase board & public education opportunities - more people to help if they understand the "next layer" of the topic.
  - Bike Friendly Business
  - Cycling Without Age
  - Rodeos
- Better planning provides action items which increase community involvement.
  - Incorporate some subcommittee work into a board meeting.
- Improve overall effectiveness of people's time commitments (Both Board + subcommittee time)
  - Everyone is busy. It is difficult to get subcommittee meetings scheduled. Especially during peak riding season.
  - Some topics better lend themselves to subcommittee. IE: Cycling Without Age is a topic so large that there is no way to cover the details in a board meeting.

### How can we achieve this ??

- We get good board meeting attendance. Kudos for participation to the team!
- This is a work in progress – it will evolve as we learn.
- Improve overall board meeting effectiveness.
  - Focus on decision making and work that makes a difference.
    - Allow for monthly "Deep Dive" topics.
    - Reduce update frequency on topics that do not need to be automatically on the agenda each month.
    - IE: Data / Metrics / Routing Updates can be viewed outside the meeting and questions or concerns can be handled.
  - Creation of Future Agenda Topics Calendar based upon priority / annual cycle of events.
    - Example: Feb/March focus on Bike Week Events
    - Planning for our routine events that we host / support is predictable.
  - Rotation on some perpetual topics while allowing for help needed or significant updates to be requested for upcoming agenda.
    - Require agenda request to board secretary before the Friday EOB prior to the next board meeting.
  - Put prioritized topics toward the top of the agenda.
    - Special Guests
    - New Business
    - Bike Fitchburg primary focus programs.
    - Topics that require a decision / vote



Start	End	Dur	Topic	Presenter	Frequency	Comments
19:00	19:05	0:05	Call to Order, Roll Call, Welcome, Introductions	Darryl	Monthly	
19:05	19:15	0:10	New Business	Darryl	Monthly	If no new business - Move time to Monthly Focus Topic
19:15	19:30	0:15	Monthly Focus Topic	TBD	Monthly	
19:30	19:35	0:05	Approval of Past Minutes	Darryl	Monthly	
19:35	19:40	0:05	Treasurer's Report	Steve	Monthly	
19:40	19:50	0:10	Bicycle Friendly Business Outreach	Steve	Monthly	
19:50	20:00	0:10	Cycling Without Age	Mark W	Monthly	
20:00	20:15	0:15	Working With The City	Steve	Monthly	
20:15	20:15	0:00	<i>Greenway System / Update on Bike / Ped Plan</i>	Steve	City	
20:15	20:15	0:00	<i>Better Connected Trail System</i>	Steve	City	
20:15	20:15	0:00	<i>Policy &amp; Public Works</i>	Steve	City	
20:15	20:15	0:00	<i>Fitchburg Bike &amp; Ped Commission</i>	Mark H	City	
20:15	20:25	0:10	Event Planning	Mark W	Monthly	Next Month Events (+) Adds
20:25	20:27	0:02	Adjournment / Next Meeting	Darryl	Monthly	
20:27	20:30	0:03	BLU Lights	Mark W	Bi-Monthly	Bi-Monthly Update - Data Tracking Monthly
20:30	20:30	0:00	<i>Volunteer Recruitment - Discussion</i>	Tony	Quarterly	Help Needed / Significant updates - need agenda request (5 min)
20:30	20:30	0:00	<i>Social Media Update</i>	Steve	Data Only	Jan / Jan / Each Month in minutes - No time
20:30	20:30	0:00	<i>Bike Rodeos / Education &amp; Outreach</i>	Mike / Mark		Cover in Upcoming Events (+) Help Needed / Significant Updates need agenda request