

Bike Fitchburg, Inc. - July Meeting Minutes
Monday, July 22, 2024 / 7:00-8:30 pm
Fitchburg Senior Center



NOTE: Please remember to check [Action Items](#) to help ensure we continue to make progress

Steve / Mark W / Tony / Mike

Minutes

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

- a. Call to Order at 7:03pm
- b. Attendees – Steve, Carol, Kay, Tony, Mark
- c. Guests – None

2. Approval of Past Minutes for June 24, 2024

- a. Minutes approved with the following corrections.
 - i. Correct the spelling of Lacy Rd. – Steve motion / Carol second – all approved

3. New Business

- a. Nothing this month

4. Bicycle Friendly Business Training - Steve

- a. Printed handouts provided include: **Include Attachments to minutes**

- i. Cover Letter from City of Fitchburg
- ii. Bicycle Friendly Outreach
- iii. Attributes of a Bicycle Friendly Business
- iv. List of Fitchburg businesses with status of engagement

NOTE: See Steve or Mark W for electronic copies of these documents.

- b. Comments

- i. Why a bicycle business should be bicycle friendly? It's cost effective and much more. It's much cheaper to serve people who are arriving by bicycle than in cars. You can park 14 bicycles in the space of one automobile.
- ii. Business recognition program.
 1. We tell people it's more than just a checklist to see how bicycle friendly you are. It's also a road map to becoming bicycle friendly. We work with the business, we want you to do this because it benefits us, and it will also benefit the business.
- iii. We try to get rid of all the barriers.
 1. Some of those barriers are cost because it's an application fee and the online platform questioner can be complicated. We fill out the initial version and then just come to the business with questions on items such as equity and access.
- iv. Government agency or a nonprofit or a business with less than 50 employees? They pay the lowest fee, which is \$50.00. And if they can't pay that fee, then we will cover it. Also consider the bureaucratic nightmare for someone to sign off on \$50 that's not in the budget.
- v. The application itself gives ideas on how you can be bike friendly.

- vi. Commuter benefits for bicyclists such as giving them lower healthcare fees, or things like the health insurance fees.
- vii. Bicycle Parking - The Association of Pedestrian and Bicycle Professionals, wrote the Bible. It's about 80 to 90 pages on bicycle parking. It costs \$25.00 for members but Steve has a copy for anyone who would like to read it.
- viii. Consult Steve or Mark H. for any technical consultation needed for questions from a business that you may not be able to answer.
- ix. Bicycle Benefits retail program. And we currently have approximately 11 bicycle benefits merchants.
 - 1. You can go to bicyclebenefits.org and search the city of Fitchburg or you can search your zip code, or you can just surf around on the map to locate those that participate.

5. Treasurer's Report – Steve

- a. Checking \$15,395.13, savings balance \$1802.81.
- b. Since our last meeting we paid \$340.64 to Minuteman Press for Cycling Without Age and Bike Fitchburg brochures and received \$11.40 for Carol's shift at Brat Fest.
- c. We earned another \$0.04 in interest.
- d. There were no more changes to inventory.
- e. Other balances are unchanged: the checking account holds \$882.66 for the AARP grant for Greenway System signage and \$12,895.38 in the Kyle Stiegert memorial fund. When the first payments from the Cycling Without Age GoFundMe campaign arrive, I will separately account for that balance and charge the new Cycling Without Age brochures to that account.
- f. Our net worth is now \$3599.90.
- g. Anticipated future financial activity includes income and expenses for ¡Pick Me Up at the Border! and multiple \$50 BFB fees for the round of applications dues October 30.
- h. Dew rags are still available for \$25. Let's move that inventory.
 - i. Sidebar conversation on outreach / social media question by Tony. See updated social media numbers in the addendum below. **Steve is looking for help in social media postings. Please contact Steve if you are interested.**

6. Bicycle Friendly Business Outreach - Steve

- a. Oct. 30th submission being worked.
 - i. United Church of Christ on Lacey Rd. with Pastor Chris.
 - ii. Promega
 - iii. Summit Credit Union
 - iv. Tapatios
 - v. Apartments by Adventure Capital on Fish Hatchery Rd. (name?)
 - vi. Terrace Point
 - vii. Ocala Springs
 - viii. Bella Springs
- b. The League Map includes the locations of all Bicycle Friendly businesses.
 - i. [53711 Specific Link](#)
 - ii. [Wisconsin Specific Link](#)

7. Cycling Without Age Fitchburg (CWAF) – Mark

- a. Current Status
 - i. We received and began distributing our newly printed Cycling Without Age Fitchburg pamphlets. Many positive comments have been received so far.
 - ii. Assembled a core team consisting of Carol and Melissa to focus on marketing and grants.
- b. July – Aug Focus
 - i. Contact the full list of care facilities that we have here in Fitchburg to make the CWAF presentation to marketing directors and or activity directors. Key message to deliver is the focus on fund raising, finding interested pilots, and facilities, venues, or individuals who are interested in taking trishaw rides once they become available.
 - ii. We are working to coordinate a few rides in partnership with Wisconsin Fed to further advertise our presence.
 - iii. Meet with Andy Potts to obtain consultative support for grants and possible lawyer contacts for when we are ready to spin off the new non-profit.
 - iv. Make CWAF presentation to BF Board at our August meeting.

8. Working with the city - Steve

- a. **Greenway System / Update & Re-Ratify the Bike/Ped Plan – Steve**
 - i. Nothing to report this month.
- b. **Better-Connected Trail System – Steve**
 - i. Nothing to report this month.
- c. **Policy & Public Works – Bill**
 - i. Nothing to report this month.
- d. **Fitchburg Bike & Ped Commission – Mark W for Mark H**
Agenda and Minutes [HERE](#)

Focusing on 3 Key Topics:

- i. Confirm/Clarify meeting dates/time moving forward and the other nuances of the Commission Refocus, i.e. how to restructure and get the most out of our limited time together.
- ii. Discuss HOW we plan to incorporate Pedestrian Activities around the City into our group. Need thoughts/ideas, best practices, etc. We need to also be creative here. Would like to start on this topic by hearing from our newest member, Jim Denham. I've also enclosed a document provided by Mayor Julia on Pedestrian Safety/Best Practices.
- iii. 2017 Bike/Ped Plan We are still waiting on a consultant to help us Refresh this plan, BUT in the meantime, we need to start reviewing page by page, recommendation by recommendation so when the Consultant arrives, we're ready to go. We have already looked at the Biking Recommendations and prioritized them. Time to get going and then turn our attention to other issues like Bike/Pedestrian Safety. You can view the plan [HERE](#).

c. 2024 Event Calendar

Date <i>(dd-mm-yy)</i>	BF Lead	Event	Link
25-Jun	Mike G	Leopold Park (5pm-8pm)	Link
16-Jul	Steve A	Mad City Velo Monthly Ride 5:30pm From Seminole Tap	-
20-Jul	Mark H	Move 'N' Groove (Boys & Girls Club)	Link
22-Jul	Mike G	Allied Park (5pm-8pm) Bike Fitchburg Board Meeting evening	Link
27-Jul	Kay L	Pedal & Party in Pardeeville with a Purpose	Link
14-Aug	Mike G	Fitchburg Community Night Out 5-8pm	Link
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.	Link
28-Sep	Mike G	Week Without Driving Rodeo	Link
14-Dec	Mike G	Madison Santa Rampage	Link

d. Action Items

Action Item	Owner	Status	Minutes Date	Need Date	Comments <i>DPBU = Done Pending Board Update</i>
Update UnderRound Count Sheet	Steve	Open		5/31/2024	Make a map with boxes to fill in so that anyone can manage the in/out counts. - Mark 7/16: More changes necessary - Steve to coordinate with
Work with BFB for a special BFB meeting designed for community updates and invite for involvement.	Tony	Open		7/31/2024	5/7: Timing of 3rd quarter to pilot idea. Proposal to July Board Meeting See April'24 Minutes for full discussion and ideas presented
Investigate adding a Bicycle Friendly Business TAB to Bike Fitchburg website	Steve	Open		6/30/2024	Maybe include reference docs
Investigate adding Bicycle Registration to Bike Fitchburg website	Steve	Open		6/30/2024	Discussion on registering your bicycles on Bike Index
Send Survey for Future Meeting Agenda Topics	Mark W	Open		5/31/2024	
Create a decision / vote tracker	Mark W	DPBU		6/14/2024	Created - Need to consolidate to my Board workbook. This is in Excel so you need to convert if you use sheets.. Or call Mark W for specific information.
CWA Fitchburg to repay cost of brochure printing	Steve	Open	6/24/2024	12/31/2025	Steve to track in treasury finance - once there we can remove it from action item list
Restart 1% for the Planet	Mike	Open	6/24/2024	7/19/2024	
Provide update on four-point harness ordered for trishaw	Steve	Open	6/24/2024		Ordered to provide a ride to Jimmy Anderson
Steve to provide Mark W an introduction to Jake Johnson	Steve	Open	6/24/2024		Jake spearheaded fund raising for Dog Park and Splash Pad. Could be a valuable mentor / coach /

a. Future Agenda Items

Status	Date	Agenda Item	Presenter	Comments
Open	Aug-2024	Cycling Without Age	Mark W	CWA.ppt to Board
Open	Sep-2024	BLU Lights	Mark W	Opt In for 2025 ??
Open	Oct-2024	2025 Meetings	Mark W	Syene Room or Tour room locations for 2025
Open	Oct-2024	!Pick Me Up At the Border	Steve	2025 Status
Open	Jan-2025	2024 Review	Steve	We need to celebrate our 2024 wins