

Bike Fitchburg, Inc. - August Meeting Minutes
Monday, August 26, 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 7:00pm
- b. Attendees – Darryl, Steve, Bill, Carol, Kay, Mike, Mark
- c. Guests – Paula Romeo

2. Approval of Past Minutes for July 24, 2024

- a. Minutes approved with no corrections.

3. New Business

- a. Nothing this month

4. !Pick Me Up at the Border! - Steve

- a. To be held on September 20th starting at 6pm.
 - i. Current registration is 11, which is the same as this time last year.
 - ii. Last year we had a total of 40 individuals, and we would like more. To get more, we need to step up our game.
 - iii. Asking people to sign up themselves and their family and their and share it out to the networks, you share the link.
 - iv. Still need a race director.
 - v. Volunteers are still needed.
 1. Table / Registration – Need
 2. Snacks +Locations – Carol / Mike
 - a. Clean up marketplace trailhead and Badger
 - b. Purchase snacks and make airdrop kits placed at Belleville and Monticello and the border.
 - c. Retrieve what is left and clean up areas after the event.
 3. SAG Support – Need
 - a. Someone with a bike rack ready to go and on call during the event.
 4. Trail Scouts – Need – Steve to send email to coordinate route scouts.

5. Treasurer’s Report – Steve

- a. Checking \$15,695.13; savings balance \$1802.86
- b. Since our last meeting we paid \$50 to WisDNR for a permit for ¡Pick Me Up! and \$30 to Bicycle Benefits for a business start-up pack to maintain our inventory. We received \$25 from Carol for a dew rag, \$355 from RunSignUp.com in contributions and registrations for ¡Pick Me Up!, and \$30 from the

Rusty Bee Lounge for a Bicycle Benefits business start-up pack. ¡Pick Me Up! proceeds arrive weekly and will soon include Thad's donation of \$200 for sponsoring the snacks.

- c. We earned another \$0.05 in interest.
- d. There were no net changes to inventory.
- e. Donations become part of our net worth immediately and registrations go into the ¡Pick Me Up! account until they are "earned" on Sep. 21. The ¡Pick Me Up! account now includes \$165 for eleven registrations.
- f. 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.
- g. Our net worth is now \$3709.95.
 - h. Anticipated future financial activity includes our Chamber dues, more income and expenses for ¡Pick Me Up!, and multiple \$50 BFB fees for the round of applications dues October 30.
 - i. Dew rags are still available for \$25. Let's move that inventory.
- h. Cycling Without Age \$105 in the GoFundMe account has yet to be credited to Bike Fitchburg. Steve and Mark need to troubleshoot and get this resolved.

6. **Bicycle Friendly Business Outreach - Steve**

Steve working on the applications for:

- a. Memorial UCC
- b. Promega
- c. Rusty Bee Lounge
- d. Summit Credit Union

and working on getting agreements to proceed:

- e. Atomic Koi
- f. Ochalla Springs/Bella Springs (apartments)
- g. Tati Co.
- h. Terrace Point (apartments)

Mark Hamilton is working on:

- i. Me & Julios
- j. Irish Fields (apartments)
- k. Tapatios

- l. We asked Amelia at the Bike League why we still haven't received a feedback form from Thirsty Goat's application. (They were our first Honorable Mention, which means no award, try again.) Amelia said they have a backlog of feedback to provide, and we'll still get it.

- m. The League Map includes the locations of all Bicycle Friendly businesses.

- i. [53711 Specific Link](#)
- ii. [Wisconsin Specific Link](#)

7. Cycling Without Age Fitchburg (CWA) – Mark

July – Aug Update

- a. Contact the full list of care facilities that we have here in Fitchburg to make the CWA presentation to marketing directors 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.
Sylvan Crossing meeting scheduled for 8/27
Working with Senior Center to schedule luncheons (+) host the recently announced CWA video release. Plan to use donation box method.
- b. We are working to coordinate a few rides in partnership with Wisconsin Fed to further advertise our presence.
Wisconsin Fed trishaw availability has been limited during the summer as they support events around the state. We are continuing to communicate and looking to provide trishaws for the CWA video release as well as care facilities upon request.
- c. Met 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.
We met on Aug 14th. Grant recommendations to investigate include TAP Grant; DOT; DHS; Madison Community Foundation; Fitchburg Health Neighborhoods; Lions and the Rotary Club. We have confirmed a presentation to Lions Club on Oct 14th. Andy is going to utilize his contacts to get face time with TAP, DOT, DHS and mention to the Governor’s Bike Council. We have agreed to meet
- d. Grant Writing
UIW Center for Aging and Education (CARE) resources willing to help. Thanks to Carol for recommending and working with this very valuable resource.
Q1 is a typical submission cycle for many grants.
- e. CWA presentation to BF Board this month
Postponed allowing time for !Pick Me Up at the Border! planning discussion.

Aug – Sept Plan

- a. Continue to pursue presentations at Fitchburg care facilities.
- b. Set Senior Center Luncheon dates for presentations.
- c. Contact Fitchburg Visitor & Business Bureau for marketing assistance
- d. Continue to pursue grants.

8. Working with the city - Steve

- a. **Greenway System / Update & Re-Ratify the Bike/Ped Plan – Steve**
 - i. The Bike and Ped Plan was stalled for a long time, but recent events indicate that it is back up and running again.
 - ii. We are looking for our city to declare collectively all our long distance multi use paths to be the Fitchburg Greenway System and to start doing wayfinding signage and promoted as a civic asset.
- b. **Better-Connected Trail System – Steve**

Date	8/26/2024	7/22/2024	6/24/2024	5/20/2024	1/22/2024	1/27/2023
Facebook Forum members	663	658	651	642	627	562
Facebook page likes	659	651	649	647	631	562
Facebook page followers	745	738	734	732	712	618
E-mail addresses to add	55	28	25	21	0	200
E-mail list addresses	379	377	377	370	349	71
Instagram	326	326	324	317	290	240
Threads	64	55	53	52	40	

c. 2024 Event Calendar

Date (dd-mm-yy)	BF Lead	Event	Link
22-Jul	Mike G	<p>Allied Park Mike served a table with UW Health giving out free helmets. We had three bike mechanics busy fixing bikes for about two hours straight with about 15 to 20 bikes done. Wheels for winners, so as a reminder, bike mechanics. They've been coming at no cost to us. Some of them are reminding me there is cost for the materials they give out and, in the future, they may be looking for some donations.</p>	Link
27-Jul	Kay L	<p>Pedal & Party in Pardeeville with a Purpose Was successful with a great turn-out.</p>	Link
14-Aug	Mike G	<p>Fitchburg Community Night Out Table event that gave out lots of our new brochures, plus the rodeo that drew many kids to ride the bikes loaned to us by Tri4Schools. Event drew ~2000 people so great exposure for Bike Fitchburg. Thanks to all the team members who came out to help set up and support this event!</p>	Link
20-Aug	Steve A	<p>Mad City Velo Monthly Ride We had five people plus one for dinner. We rode 14 miles.</p>	-

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	Need Date	Comments
			Date		DPBU = Done Pending Board Update
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
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
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
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
Restart 1% for the Planet	Mike	Open	6/24/2024	7/19/2024	

e. BLU Light Status – Next lead meeting is Wed 8/28/2024

Total Distributed		
		80
Name	Lights	Comments
Bill	2	Not yet distributed
Carol	6	3 to Madison Woman's Cycling Club- women needing lights 1 to woman who just bought a new bike from Wheel and Sprocket and needed lights 1 to a young man (10 YO) biking with his mom in the evening hours at the DNR Fish Hatchery. He had no lights, but his mom did.
CWA Pilot Class	6	Wisconsin Fed handed out to folks attending their events that did not have lights
Darryl	2	
LCI	9	9 to LCI Training Students. Added to bikes for night ride
Mark H	10	Neighborhood kids that needed lights

Mike	10	Community Engagement Events Leopold Park / Dream Bikes & UW Health Safe Kids Allied Park / Wheels for Winners & UW Health Safe Kids
Steve	10	
Table Events	10	1 at Celebrate Rails to Trails Day
Tony	15	1 to 16 y.o. Pik & Save employee riding home at night 1 to 10 y.o. (Town of Verona?) girl riding at dusk w/ her father (who had lights!) 2 to UW students 2 to Paoli couple 1 to (former) Madison co-op resident

e. Future Agenda Items

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