

Bike Fitchburg, Inc. - October Meeting Minutes
Monday, October 28, 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, Bill, Carol, Kay, Tony, Mike, Mark
- c. Guests – Shawn Pfaff, Andy Potts

2. CWAFF Donation Fitchburg Lions Club – Shawn Pfaff

- a. Fitchburg Lions Club donated \$250 toward Cycling Without Age Fitchburg

3. Approval of Past Minutes for Sept 24, 2024

- a. Minutes approved with corrections
 - i. Validate passing of !Pick Me Up at the Border event date change w/Steve
 - ii. Obtain update for Policy & Public Works from Bill
 - iii. Obtain update for Bike & Ped Commission from Mark H

4. Treasurer’s Report – Steve

- a. a. Checking \$16,797.70; savings balance \$1803.00
- b. b. Since our last meeting: We paid \$200 to the Wisconsin Bike Fed for our membership through June 2025, \$25 to the Wisconsin Dept. of Financial Institutions for our 2024 annual report, \$150 to the Bike League for the Bicycle Friendly Business applications for the Memorial UCC, Rusty Bee Lounge, and Summit Credit Union, and \$50 each to Carol, Pam, and Thad for driving to the border and back in support of ;Pick Me Up Me Up at the Border! 2024.
- c. We received \$735.30 in contributions to the Kyle Stiegert Memorial fund and \$53.49 from Andy Potts and \$250 from the Fitchburg Lions Club to the new Cycling Without Age fund.
- d. Half of the full printing bill that was for CWA brochures on July 12, \$170.32, was charged to the new Cycling Without Age fund.
- e. We earned another \$0.05 in interest.
- f. There were no changes to the inventory, which is valued at \$155 and includes dew rags and Bicycle Benefits materials.
- g. All fees and donations have been received and all expenses have been paid for ;Pick Me Up Me Up at the Border! 2024.
 - h. Other balances are changed as follows. The checking account holds:
 - i. \$882.66 from the AARP grant for Greenway System signage (unchanged),
 - ii. \$13,630.68 in the Kyle Stiegert memorial fund (increased), and
 - iii. \$234.96 in the Cycling Without Age fund (new, contributions minus the printing bill).
- i. Our net worth is now \$4157.40

- j. Anticipated future financial activity includes reimbursement for two \$50 BFB fees.
- k. Dew rags are still available for \$25. Let's move that inventory!

5. 2025 Event Calendar Planning – Mark H

- a. See 2024 Event Calendar attachment below
- b. Move & Groove event for Boys & Girls Club has sunset.
- c. Add [Get Festive at Agora](#) to 2024 calendar for 12/13/2024 5:00pm-8:00pm
 - i. Carol has agreed to coordinate the event.
 - ii. See about obtaining permission for an event table for Bike Fitchburg & Cycling Without Age Fitchburg from Fitchburg Chamber.
 - iii. Discussion about a coordinated ride for viewing the Fitchburg Holiday Lights resulted in concerns about bicycle safety at night when there are predicted to be a lot of vehicles also enjoying the light displays. Decision made to not pursue this ride event.
 - iv. Carol to create card stock version of event calendar to be distributed at table events. Mark to supply Carol with email version of 2024 Event Calendar spreadsheet.
- d. Mark H would like to see the city do something to replace the Fitchburg Festival of Speed.

6. Bicycle Friendly Business Outreach – Steve

- a. Mark H and Steve have gotten 8 more businesses to apply over the last 3 months.
- b. Steve has been saying all along that we're 10th in the nation. He's made a correction; we're tied for 9th.
- c. After business achieve Bicycle Friendly status there needs to be a focus to help them improve their status for the next application cycle. We currently do not have a focused effort for this.
- d. Quick Links to Fitchburg Bicycle Friendly Businesses
 - i. [53711 Specific Link](#)
 - ii. [Wisconsin Specific Link](#)

7. Working with the city - Steve

- a. **Greenway System / Update & Re-Ratify the Bike/Ped Plan – Steve**
 - i. **Kyle Stiegert Greenway**
<https://www.bikefitchburg.org/stiegertgreenway.html>

After meetings with the mayor and other city officials over the last few months, the mayor directed the city administrator to submit the resolution to approve the name and concept plan for the Kyle Stiegert Greenway to the Common Council agenda for Oct. 22, to be referred to Park Commission for their meeting on Nov. 7, with their recommendation due back to the Council for final action at the Council's meeting on Nov. 12.

Unfortunately, that task slipped through the cracks of the city hall workload and did *not* get put on the Council agenda for Oct. 22. Dawn and I discovered it Monday, Oct. 21, without enough time to amend the agenda.

Fortunately, the mayor and city administrator agreed with me that the referral on Oct. 22 was really a non-controversial formality, and they agreed to an alternate process. A resolution and the supporting material I submitted back on Oct. 5 *will* be on the Parks Commission agenda for its recommendation on Nov. 7, and the Resolution will be on the Council agenda for Nov. 12 as a "direct referral".

A direct referral is when the council refers a matter to itself for immediate action, and is usually done when a matter requires attention before the usual 2-to-5-week referral process can play out. Its use is discouraged and frowned upon because the Council does not have the recommendations from commissions and committees that specialize in the details that Council cannot delve into because of the breath of subject they must handle. In this case, however, they *will* have the recommendation of the Parks Commission, so we are good to go!

Dawn and I will be at both the Parks Commission and Common Council meetings to explain the proposal and answer questions. Those who would like to express their support for the resolution should attend the Council meeting on Nov. 12 and speak or register only in support.

I did have a chat on the phone with Chad this week and he alerted me to the fact that Adam is drafting a more generalized resolution than the very specific one I drafted to approve the name and concept plan and authorize staff to proceed. I've asked to review it.

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 H

- i. Consultant for Bike & Ped Plan onboarding in progress. Going to council next week for approval.
- ii. Target completion of plan is targeted for June 2025.
- iii. Tony and Steve are members of the Planning Commission meeting monthly.
- iv. Old version of the plan has been reviewed and team is moving forward to start work on the new plan.

8. Opens

- a. **Bike Fitchburg Mayor's Award** – Mayor Julia has informed me that Bike Fitchburg, Inc., will receive the 2024 Mayor's Award for a non-profit organization making contributions to the city of Fitchburg! The award will be presented at the Common Council meeting on November 26 at 7:30pm. Please put

Addendums

a. Motions since May'24

See Board Meeting Minutes for the date of the motion to view details Minutes approval motions are NOT tracked here		
Date	Proposal Description	Status
5/20/2024	Paying the Bicycle Friendly Business \$50/\$50 mini grants for the next year (June / Oct / Winter)	Passed
6/24/2024	Bike Fitchburg to cover the printing costs for brochures for Cycling Without Age Fitchburg to be used for Move-N-Groove grab bag stuffers and some extras for use throughout the remainder of the fund-raising campaign. Cost estimate ~ \$300 for 1200 brochures.	Passed
9/23/2024	Steve moved that we pay \$50 each to Carol, Pam, Thad to help defray the cost of fuel. 2nd by bill . Unanimous	Passed
9/23/2024	Steve moved !Pick Me Up at the Border! To Next year Sep. 19-20 bill 2nd.	Passed
10/28/2024	Dedicate Jan'25 Board Meeting to 2025 Planning Session	Passed
10/28/2024	Decision to NOT pursue another BLU Light donation cycle but focus on other priorities.	Passed

b. Social Media Update – Steve

Date	11/8/2024	9/13/2024	7/22/2024	6/24/2024	5/20/2024	1/22/2024	1/27/2023
Facebook Forum members	669	663	658	651	642	627	562
Facebook page likes	662	659	651	649	647	631	562
Facebook page followers	749	745	738	734	732	712	618
E-mail addresses to add	55	55	28	25	21	0	200
E-mail list addresses	385	379	377	377	370	349	71
Instagram	335	326	326	324	317	290	240
Threads	69	64	55	53	52	40	

c. **2024 Event Calendar** (full 2024 listing for use in special topic above)

Date (dd-mm-yy)	BF Lead	Event	Link
4-Feb	Steve A	Winter Bike Week Feb 4-10th	
6-Feb	Steve A	Commuter Station at Velo Underground	
20-Apr	Steve A	Smart Cycling Class	
27-Apr	Steve A	Celebrate Trails Day recreation station	
1-May	Steve A	Mad City Velo Monthly Rides From Seminole Tap – 3rd Wed each month (Details being worked) Thru Sept	
1-May	Steve A	Joe's Ride 1st Wed of each Month May thru Oct 10:00am from Senior Center	
1-May	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	Link
17-May	Steve A	National Bike to Work: event with the mayor	Link
31-May	Steve A	LCI – League Cycling Instructor Thru 2 June	Link
4-Jun	Steve A	Wisconsin Bike Week (Commuter Station Tues 6/4) June 1 thru June 9	Link
5-Jun	Steve A	Joe's Ride 1st Wed of each Month May thru Oct 10:00am from Senior Center	
25-Jun	Mike G	Leopold Park (5pm-8pm)	Link
3-Jul	Steve A	Joe's Ride 1st Wed of each Month May thru Oct 10:00am from Senior Center	
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 <i>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.</i>	Link
27-Jul	Kay L	Pedal & Party in Pardeeville with a Purpose <i>Was successful with a great turn-out.</i>	Link

7-Aug	Steve A	Joe's Ride 1st Wed of each Month May thru Oct 10:00am from Senior Center	
14-Aug	Mike G	Fitchburg Community Night Out <i>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.</i> <i>Thanks to all the team members who came out to help set up, and support this event!</i>	Link
20-Aug	Steve A	Mad City Velo Monthly Ride <i>We had five people plus one for dinner. We rode 14 miles.</i>	-
4-Sep	Steve A	Joe's Ride 1st Wed of each Month May thru Oct 10:00am from Senior Center	
8-Sep	Steve A	Ironman Escort Pace Runners with placement signage for 1st thru 3rd (male/female)	
17-Sep	Steve A	Mad City Velo Monthly Ride 5:30pm From Seminole Tap	-
20-Sep	Steve A	!Pick Me Up at the Border! Thru Sept 21 Need a race director and location to start the event. Recommendation of McKee Park to start.	Link
28-Sep	Mike G	Pedal Palooza Rodeo	Link
2-Oct	Steve A	Joe's Ride 1st Wed of each Month May thru Oct 10:00am from Senior Center	
26-Nov	Steve A	Mayors Award for non-profit org Common Council meeting on November 26 at 7:30pm. Please put that date on your calendar and be ready to show up in a bike-themed T-shirt.	
13-Dec	Carol	Fitchburg Get Festive at Agora Table Event	Link
14-Dec	Mike G	Madison Santa Rampage	Link