

# Bike Fitchburg – November 2025 Meeting Minutes

*Bike Fitchburg makes biking and walking easier, safer and more fun in Fitchburg, Wisconsin*



Monday, November 24, 2025 / 7:00-8:30 pm / Fitchburg Senior Center

Meeting called to order at 7:02 PM

## A. Call to Order and Roll Call

1. The meeting was called to order at 7:03 PM.
2. Quorum was achieved.
  - a. Present: Darryl, Steve, Bill, Carol, Noah, Tony, Mark, Kay
  - b. Absent: Mike, Mark H. (Holiday traveling)

## B. Approval of Past Minutes

1. Discussion of required corrections to the previous minutes.
2. The minutes were approved subject to the corrections.

## C. Otter.AI - Meeting Minutes Experiment

1. Mark W. is running a pilot test to increase efficiency, as writing minutes currently takes 3 to 4 hours every month.
2. Otter AI is a highly acclaimed meeting software that handles recording, transcription, publishing minutes, and tracking action items (ARs).
3. Initial failure: Mark W. could not connect Otter AI to Zoom for the meeting.
4. Current method: Record audio via an external microphone and pump the audio file through Otter AI afterward.
5. Cost: The one-month subscription was \$16, and the annual subscription is \$110.
6. Result: Otter AI is NOT recommended as a meeting transcription and minutes creation tool that we would be willing to pay subscription fees for.

## D. Santa Rampage Fitchburg Feeder

1. The Santa Cycle Rampage is an annual fundraiser held on the second Saturday in December (December 13th) in Madison.
2. Steve proposed a Fitchburg feeder route to the Madison event.
3. The proposed meeting time is approximately 9:15 AM at the pharmacy, allowing arrival in Madison around 10:00 AM.
  - o Thad will open the pharmacy early to provide coffee and donuts.
  - o The pharmacy allows access to restrooms.
4. The event is a costume party, encouraging participants to dress as Santas, elves, reindeer, etc..
5. Tickets are \$18 for adults (or two for \$32) and \$7 for kids; the event is fundraising for the Bike Fed, aiming to raise \$5,000.

## E. Wisconsin Bike Fed Event Calendar Proposal

1. Finalization of events is needed for the annual Ride Guide and the Chamber of Commerce community guide. The deadline for the Ride Guide is January 20th.

2. Key events confirmed for 2026 include:
  - Celebrate Trails Day (April 25th).
  - Ride for Joe (First Wednesdays, May–October).
  - “International Bike to Work” day (May 15th).
  - Draft Picks Ride (June 6th).
  - Pick Me Up at the Border (September 18th/19th).
3. Winter Commuter Station Discussion:
  - It was proposed to move the commuter station from Tuesday (of Winter Bike Week) to Friday, February 13th, aligning with International “Winter Bike to Work” day.
  - To avoid the cost of new signs (\$45 per sign for five signs), the solution is to use stickers or package sealing tape to cover and change the date on the existing signs.
4. Advertising/Partnership Discussion:
  - The Board discussed options for increasing visibility statewide.
  - Option 1: Purchase a quarter-page ad in the print Ride Guide for \$500, focusing on Bike Fitchburg as a local advocacy group.
  - Option 2: Become an Event Partner for Pick Me Up at the Border by offering a \$10 discount to Bike Fed supporters.
  - The Event Partner program offers free online stories, eNewsletter sponsorship (reaching 18,000 supporters), and targeted email promotion.
  - It was proposed to raise the price of Pick Me Up at the Border to \$20, with Bike Fed supporters paying \$10.

#### **F. Planned Events (Carol)**

1. Carol deferred her report, noting that event planning had been largely covered.

#### **G. AI Research: NotebookLM Pod Cast Test of Sept Minutes**

1. Notebook LM is also being tested alongside Otter AI.
2. Notebook LM only works on files loaded into it, unlike other AI models that draw on vast data centers.
3. A test on October's minutes generated a 10–12-minute podcast summary, which was insightful but contained sensitive boardroom comments.
4. Notebook LM is currently free.
5. Mark W. plans to compare the results of Notebook LM and Otter AI.

#### **H. Help Needed or "QUICK 2min" Opens (All)**

1. Bicycle Friendly Business Outreach:
  - Questionnaires are needed for four applicants and True Stage in Madison.
  - The Hub community center will be nominated for its facilities (tracks, repair stands, bike parking).
  - The Board provides a mini-grant to cover the application fee and plaque for nonprofits, government agencies, and small companies (up to 49 employees), though prices have slightly increased.
  - Eight renewals are due in June; Fitchburg Family Pharmacy renewal is being processed for February.
2. Cycling Without Age Fitchburg:

- Mark W. is preparing plans to turn CWA into a nonprofit before May operations begin.
  - A meeting on December 18th is scheduled with Chamber representatives to discuss fundraising and increasing collaboration opportunities.
  - Bike Fitchburg plans to collaborate with the McFarland CWA chapter by displaying their trike at a local fair, aiming to establish pilot training in Dane County.
  - Pilot training should remain free for volunteers, but there is potential to charge care facilities for staff training.
3. Greenway System / Kyle Stiegert Greenway Update:
- Path etiquette signs (bilingual) were installed with funding donated by Altera Homes.
  - The city recommended reviving the Fitchburg Greenway recognition designation resolution.
  - Kyle Stiegert Greenway progress: Prescribed burn and herbicide treatments are complete.
  - A new nonprofit, "Friends of the Kyle Stiegert Greenway, Inc." is being created (\$2,700 cost estimate) to handle assets and insurance, spinning the project off from Bike Fitchburg.
4. Better Connected Trail System:
- The path in front of The Hub was built as a 10-ft path (concrete).
  - Staff applied for a surface transportation grant to build a multi-use path up Traceway to Post Road and connecting to Cannonball Trail.
  - This project, deemed the highest priority, was approved by the NPO policy board but construction is not anticipated until FY 2030.
5. Policy & Public Works:
- A design change for the South BRT (Bus Rapid Transit) on Fish Hatchery Road was discussed, moving the BRT into the curb lanes instead of the median. This change is favorable for bicyclists as it facilitates marking the lanes as bike/bus lanes, reducing conflict.
  - Funding was approved for the County Highway MM underpass revision (2027) and Irish Lane shoulders (2030/2031).
  - The Bike and Ped Plan is in the council packet, with review scheduled for the Equity Committee (Dec 4th) and TTC (Jan 8th) before final council approval on January 13th.
  - Lacy Road had a half-block segment converted from a parking lane to an enforced bike lane.
  - The repair stand at The Hub lacks an air pump, which costs \$815. Mark W. will seek city funding for the pump.
6. General Opens (Personnel/Operations):
- Carol announced her resignation from the board, effective soon, to devote time to training for a 65k ultra run/walk marathon (planned for November 2026).
  - She committed to recruiting a replacement before leaving.
  - The need for a recruiting drive was mentioned, specifically to increase diversity on the board.
  - Updates on local trails: CORPS is constructing the Fitchburg Annex trail segment near Dolly Hub.

## V. Decisions Made

1. Approval of Past Minutes: Approved as corrected.
2. Santa Rampage Feeder: Approved as an official Bike Fitchburg event.
3. Winter Commuter Station Date: Approved change to Friday, February 13th ("International Winter Bike to Work" day).

4. Event Partnership: Approved becoming the 2026 Event Partner for Pick Me Up at the Border (requires offering a \$10 discount to Bike Fed supporters).
5. Ride Guide Advertising: Approved placement of a quarter-page ad (\$500) in the Bike Fed Ride Guide to promote general organizational awareness. (Vote was 7 to 1).

Adjournment at 8:30pm

Next Meeting is Jan 26<sup>th</sup> – Fitchburg Senior Center

## Addendums

### **Treasurer Report**

Through **November 30, 2025**

Checking balance \$22,675.26; savings balance \$1803.59

Last month we spent \$208.64 on path etiquette signs for the Terravessa Greenway sponsored by Alterra Design Homes, \$92.82 for flowers for Carol, and \$25 to file our annual report with the Wisconsin Department of Financial Institutions to keep our corporation in good standing.

We received \$250 from the Fitchburg Lions Club as a CWA donation.

We earned \$0.04 in interest on savings.

Inventory was unchanged.

The checking account balance includes restricted amounts:

- i. \$882.66 from the AARP grant for Greenway System signs (unchanged),
- ii. \$10,158.48 in the Kyle Stiegert memorial fund (unchanged),
- iii. \$7813.45 in the Cycling Without Age fund (increased \$250 from the Lions' donation), and
- iv. \$0 in registrations for ¡Pick Me Up! for 2026. (Registration is open!)

Future expected transactions include costs of Bicycle Friendly Business award plaques, another donation of \$100 from Alterra Design Homes for path etiquette signs, and expenses for setting up the Stiegert memorial and CWA Fitchburg non-profit corporations. When fully operational, funds belonging to those efforts will be transferred to the spinoff corporation's new bank accounts and Bike Fitchburg, Inc. will cease being their financial agent. Funds in our savings account over the minimum deposit are committed to matching future CWA Fitchburg donations.

Our net worth decreased by \$326.46 to \$5814.22 in November due to the cost signs, flowers, and the annual report.

Respectfully submitted,

Steve

## **2026 Strategy Planning**

Here are some questions for you to think about for our 2026 Strategic Planning session for the January 2026 Bike Fitchburg Board Meeting. I am sending early to allow plenty of time for your reflection.

I plan on holding individual meetings with each board member during the first half of December and the first half of January. The split is to allow maximum scheduling flexibility.

You do not need to reply in any formal manner. This is designed to be an informal discussion over coffee, lunch, a bike ride, a zoom meeting, etc. The venue is your choice.

I have included a breakdown of our Bike Fitchburg Projects and Programs for your reference.

### **Bike Fitchburg overall perspective**

(For ALL Bike Fitchburg Board Members)

1. What BF improvements have you seen in 2025?
2. What BF improvement would you like to see in 2026?
3. What is working well?
4. What needs improvement?
5. Are there any areas in the Bike Fitchburg Inc. operation that you would like to get more involved with?
6. Are there any particular areas in the Bike Fitchburg Inc. operations that you would like to be less involved with?
7. Any other items you would like to talk about??

### **Specific Programs or Projects Perspective**

If you have specific interest with regard to any items on the Bike Fitchburg Projects and Program listing, please also consider the above questions from that perspective. Please consider using the SMART methodology. This teases out details you might not consider normally.

The **SMART method** in project management is a framework used to set clear, achievable goals. SMART is an acronym that stands for:

**S – Specific**

Goals should be well-defined and clear. They should answer:

- What is to be accomplished? Who is responsible? What steps need to be taken?

**Example:** “Increase website traffic by 20%.”

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**M – Measurable**

You should be able to track progress and measure the outcome. This helps in staying on course and knowing when the goal is achieved.

**Example:** “Achieve 500 new subscribers by the end of Q2.”

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**A – Achievable (or Attainable)**

Goals should be realistic and attainable given the resources, time, and constraints.

**Example:** “Launch a new product feature within 3 months using the current team.”

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**R – Relevant**

Goals should align with broader business objectives and be worthwhile.

**Example:** “Improve customer support response time to enhance user satisfaction.”

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**T – Time-bound**

Every goal should have a deadline or time frame to create urgency and focus.

**Example:** “Complete the market research report by November 15.”