

# Bike Fitchburg - January 2026 Meeting Minutes

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



Monday, January 26, 2026 / 7:00-8:30 pm / Fitchburg Senior Center

Detail	Information
<b>Date</b>	Monday, January 26, 2026
<b>Time</b>	7:00 PM – 8:30 PM
<b>Location</b>	Fitchburg Senior Center, Syene Room, 5510 Lacy Rd, Fitchburg, WI 53711
<b>Meeting Called to Order By</b>	Darryl Jordan, President

## Attendees

### Board Members Present

- Darryl Jordan (President)
- Bill Jetzer (Vice President)
- Mark Wilkerson (Secretary)
- Steve Arnold (Treasurer)
- Mark Hamilton
- Mike Grady

### Advisor's Present

- Kay Lum

### Guests Present

- Mark Mertz
- Sean Koval (Wisconsin Bike Fed)
- Pepe Barros

---

## 1.0 Formal Proceedings

### 1.1 Approval of Past Minutes

The minutes from the December 2025 board meeting were presented for approval. Following a call for discussion, a motion to approve the minutes was made and seconded. The motion passed unanimously.

### 1.2 Assignment of Timekeeper

Kay Lum was assigned the role of timekeeper to ensure the meeting proceeded according to the agenda's schedule.

---

## 2.0 Agenda Items & Discussion

### 2.1 Partnership Opportunity with Fitchburg Chamber

The board reviewed a formal partnership proposal from the Fitchburg Chamber Visitor & Business Bureau, a key strategic opportunity to advance fundraising goals for Cycling Without Age and deepen community collaboration.

The terms of the partnership were discussed as follows:

- **Bike Fitchburg's Commitment:** To provide a minimum of six volunteers for the Fitchburg Brewery Ride on June 6th. Volunteers will serve as ride leaders, sweepers, and assistants for event setup and breakdown.
- **Fitchburg Chamber's Commitment:** A total anticipated donation of approximately **\$4,500** to Cycling Without Age. This includes a direct \$2,000 donation in exchange for volunteer support and an estimated \$2,500 in net proceeds from the event.

During the discussion, four volunteers were immediately confirmed: Steve Arnold, Mike Grady, and two others mentioned by Mark Wilkerson. A motion was made and passed to formally accept the partnership. This partnership solidifies a key date in the 2026 calendar, which prompted a broader review of the full events schedule for the upcoming year.

### 2.2 Events Calendar Review

The board conducted a working session to finalize and correct the draft 2026 events calendar, making it an official planning tool for collaboration with key partners like the Fitchburg Chamber and Madison Bikes.

The following key discussion points and corrections were noted:

- **Brewery Ride Date Correction:** The date for the Fitchburg Brewery Ride was corrected to **Saturday, June 6, 2026**.
- **Pedal Palooza:** The board is targeting a date in the third or fourth weekend of June. A final decision is expected by mid-February to allow for adequate planning.
- **Ride the Drive:** The date for this signature Madison-area event was confirmed as **Sunday, August 9, 2026**, from 10:00 AM to 2:00 PM. The event will feature a new route due to construction on John Nolan Drive.
- **DNR Free Trail Weekend:** It was noted that the Brewery Ride on June 6th advantageously coincides with the Wisconsin DNR's free trail weekend, which eliminates the need for state trail passes.

- **Leopold Elementary Event:** Sean Koval of the Wisconsin Bike Fed raised the possibility of partnering with Leopold Elementary for an Earth Day or Arbor Day event in April or May, building on existing relationships with the school.

With the 2026 event schedule confirmed, the board's focus shifted to a broader strategic review presented in the annual planning session.

## 2.3 Annual Planning Session

Mark Wilkerson presented the annual planning session, which began with a candid retrospective of 2025. It was framed as a foundational year in which the organization responded directly to an honest internal assessment of its weaknesses regarding identity, operations, and meetings to build a stronger strategic framework for 2026.

### 2.3.1 2025 Retrospective and Foundational Changes

The board reviewed key achievements from 2025 that established a strong foundation for future growth.

- **Organizational Identity:** Ratified a new, concise Mission statement ("Bike Fitchburg makes biking and walking easier, safer and more fun in Fitchburg, Wisconsin.") and a clear Vision statement to guide all organizational decisions.
- **Community Engagement:** Held a total of **27 events** throughout the year, including bike rodeos, commuter stations, and informational tables, demonstrating consistent and increased community presence.
- **Advocacy & Data:** Successfully secured three years' worth of historical data from the city's bike and pedestrian counters, a critical asset for data-driven advocacy and future Bicycle Friendly Community applications.
- **Partnerships:** A successful partnership with the Chamber of Commerce on the 'Draft Picks' Brewery Ride resulted in a **\$1,500 donation** to Bike Fitchburg.

### 2.3.2 2026 Strategic Pivot: Education

Mike Grady detailed a strategic shift for the Education program. The new approach pivots away from hosting ad-hoc, standalone classes that have struggled with low enrollment. The 2026 strategy focuses on **institutionalization and systemic integration** by embedding bike safety curricula into existing systems.

Key initiatives for 2026 include:

- **Bicycle Friendly Driver Initiative:** A two-phase plan will first pilot a 60–90-minute course with the Bike Fitchburg board. The second phase will involve a formal proposal to the City of Fitchburg to make this course mandatory training for all city fleet drivers.
- **Youth Engagement:** Develop a replicable "recipe" for school-based bike safety programs. Target institutions for this standardized model include Leopold, Glaciers Edge, Eagle, and Verona schools.
- **Programmatic Needs:** A formal request for a **450-900 budget** for educational materials and the appointment of a co-champion to support Mike Grady in executing the new strategy.

- **New Opportunities:** An emergent partnership opportunity with the City of Madison and BCycle was discussed, stemming from a meeting held earlier in the day. The goal is to collaborate on a senior-focused ride and an adult learn-to-ride class. The monthly "Rides for Joe" event was identified as a potential platform to pilot this new programming.

### 2.3.3 2026 Program Updates

The board received updates on several key programmatic areas, highlighting both continued success and organizational evolution.

**Bicycle Friendly Business Program** The program continues to be a national model of success, with Fitchburg ranked 5th in the nation with **31 certified businesses**. The primary goal for 2026 is to manage the program's first-ever renewal cycle for businesses certified in 2022. A secondary goal is to train new board members as "understudies" to assist with business recruitment and application support.

**Kyle Stiegert Greenway** It was reported that the Kyle Stiegert Greenway project is formally spinning off from Bike Fitchburg to become its own independent 501(c)(3) entity.

**Cycling Without Age** Following the greenway's model, Cycling Without Age Fitchburg is also in the process of becoming an independent 501(c)(3). The goal is to be fully operational by **May 1, 2026**, utilizing a trishaw on loan from the Wisconsin Bike Fed and a newly purchased trailer for transportation and storage. A strong volunteer base is already forming, with 15 potential pilots signed up for training.

### 2.3.4 Overall 2026 Vision & Marketing Focus

The overarching vision for 2026 is to maintain the positive momentum established in 2025 ("Keep doing what we are doing") while actively seeking ways to improve the efficiency and impact of all programs and processes.

Two critical areas were identified for increased effort in the coming year:

- **Increased Marketing:** A major push is needed to improve community name recognition, clarify Bike Fitchburg's mission and activities, and ultimately expand the volunteer base. This effort will be supported by the new partnership with the Fitchburg Chamber.
- **Increased Education Effort:** A renewed focus on executing the new institutional strategy for education, moving from standalone events to embedded, systemic programming.

With the high-level strategy for 2026 established, the meeting concluded with a discussion of several immediate operational needs and new business items.

## 2.4 Help Needed & General Opens

The meeting concluded with a discussion of new business and open items requiring the board's attention.

**Bylaw Review** Steve Arnold reported that a recent review of the organization's bylaws revealed a provision for dues-paying members, a structure the organization does not currently utilize. This may

require future review and potential amendment. He also reminded the board that the February meeting serves as the official Annual Meeting, where the election of officers for the next term will take place.

**Unity Ride Support** Guest Pepe Barros presented a proposal to organize a unity ride in Fitchburg as part of a nationwide call to action. After a brief discussion, the board agreed to support the event by promoting it through Bike Fitchburg's official communication channels, including its social media accounts and email distribution list. Steve Arnold will serve as the primary point of contact to coordinate with Mr. Los.

During this discussion, Steve Arnold also requested that Kay Lum update the poster for the "Pick Me Up at the Border" event.

---

### 3.0 Summary of Action Items

The following action items were identified during the meeting.

Action Item	Owner(s)	Notes
Finalize partnership commitment with the Fitchburg Chamber for the Brewery Ride.	Mark W.	Communicate formal acceptance based on the board's vote.
Update the 2026 Events Calendar with all corrections.	Mark W.	Correct Brewery Ride to June 6; add Ride the Drive for Aug 9.
Finalize a date for the Pedal Palooza event.	Bill J. / Mark W.	Target 3rd or 4th weekend of June; decision by mid-February.
Follow up with Leopold Elementary on potential event collaboration.	Sean K. / Mike G.	Discuss Earth/Arbor Day and other school programming.
Create and circulate an email proposal for scheduling the Bicycle Friendly Driver training pilot.	Steve A.	To be discussed and scheduled offline.
Investigate and follow up on accessing and analyzing city bike/ped counter data.	Steve A.	Address the bottleneck in getting usable data from the city.
Update the "Pick Me Up at the Border" event poster.	Kay L.	Provide the updated poster to Steve A. for distribution.
Prepare for the election of officers at the February Annual Meeting.	All Board Members	Consider officer roles for the upcoming term.

---

### 4.0 Adjournment

A motion to adjourn the meeting was made, seconded, and passed.

The next meeting is scheduled for **Monday, February 23, 2026**.

## 5.0 Addendums

### 5.1 Treasurer Report

Through **January 31, 2026**

Checking balance \$12,303.09; savings balance \$1803.69

Last month we spent \$6.88 to register a domain, KyleStiegertGreenway.org, for the Friends of the Kyle Stiegert Greenway, \$159.90 for the cost of a Zoom Pro account for a year, and \$13.70 for a donation box for Cycling Without Age (CWA) Fitchburg. We deposited \$34 in cash donations and a \$50 donation from Dobbin McNatt, of the MadCity Velo Club, for CWA Fitchburg.

I transferred the remaining funds, \$10,146.60, from the Stiegert memorial fund to the new checking account for Friends of Kyle Stiegert Greenway, Inc., reducing both our checking balance and our liability to that corporation. Unless any donations for that charity come directly to Bike Fitchburg, we won't be holding any of their funds. We're no longer serving as their financial agent.

We earned \$0.05 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. \$7875.61 in the Cycling Without Age fund (increased \$70.30 from donations less the cost of the donation box), and
- iii. \$0 in registrations for ¡Pick Me Up! for 2026 (unchanged). (Registration is open!)

Future expected transactions include costs of Bicycle Friendly Business award plaques and application fees, another donation of \$100 from Alterra Design Homes for path etiquette signs, a \$160 donation from me to cover the cost of the Zoom subscription, and expenses for setting up the CWA Fitchburg non-profit corporation. (When fully operational, funds belonging to that effort 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 \$159.85 to \$5538.51 in January due to the cost of the Zoom subscription.

Respectfully submitted,  
Steve