

### 3 Rivers Bicycle Coalition Meeting Minutes April 12, 2011

Carleen called the meeting to order on Tuesday, April 12, 2011 at 3:30 pm  
Present: John Ittner, Andy Miller, Dave Berkowitz, Carleen Hanscom, Kristin Re and Doug Strong.  
Amy came in a little later; she is spearheading the Cystic Fibrosis Cycle for Life.

First item: approval of March 1, 2011 minutes. John wanted to add to item 2: "Regarding involvement with 3RBC."

Motion to approve, seconded by John. No comments or questions. Minutes were approved.

Discussion: 1. **Community advocacy** involvement since the last meeting. Nothing was brought up.

2. **Treasurer's report** by John: Total assets \$20 and \$168; (transcriber did not understand the total given in this manner) including \$45 in liabilities in LAB (?) Membership. A little over \$2,000 in checking, \$200 in savings. Recent expenditures for joining Bike Alliance of Washington, League of American Bicyclists, and Alliance for Bicycling and Walking which totaled \$295 of our \$300 membership budget. Also \$82 was spent to get the LAB insurance through American Specialty Insurance for one year.

3. Discussion about reducing liability: this is a free event so it benefits 3RBC. Basically, if a rider is hurt, they are not covered, but if they turned and sued 3RBC, we are covered. If 3RBC is negligent, then there would be liability.

4. Question if a debit card has been obtained. John had not looked into it yet, but he will.

5. **Bike to Work Month**: Carleen updated: almost all bike shops are on board. She has logos back except from Kennewick Cycle and Chain Reaction (pending their involvement). Posters are being worked on. Heather is working on the text piece for the registration forms, and will pull a piece from the poster and put on the top of registration form. Posters will be distributed and the registration forms will be at the bike shops. There was a discussion about distributing posters to major employers and how to post them in different areas.

If we want to avoid using the term, "Tri-Cities", it was suggested to use the phrase, "Mid-Columbia", which would be more inclusive.

Membership sign up sheet is being worked on by Heather.

6. **Inland Empire Century**: 3RBC has four people committed to drive SAG wagons, but six are needed. Date: May 21, 2011. Someone should be on Court Street. Carleen tentatively offered her husband to participate in his truck, so just one more vehicle is needed.

7. **Membership Committee**: Membership applications sent out.

8. **Marketing**: 3 RBC is looking for an easy-to-use format to use to create the brochure. Carleen can send the files that might work. Idea to include the basic bicycle/driving laws rather than all the laws in the brochure was discussed. Perhaps add "where to" (some great places to cycle to) and attach to the map.

Five mile rides, ten mile rides, etc. Carleen will give her information to Damion to get the marketing brochure project rolling.

**9. New Business:** Amy from Cystic Fibrosis Cycle for Life attended the meeting. She discussed cystic fibrosis which is a terminal, genetic disease. It affects about 30,000 children and young adults nationwide. She showed a picture of a little boy from Pasco. The lungs get coated with thick, sticky mucus and it is difficult to breathe. Bacteria builds up and infections occur. The foundation is the number one source of funding for research for cystic fibrosis. She showed several articles that show that things are moving forward in the right direction.

The Cystic Fibrosis foundation hosts events: Cycle for Life can come into play. One-day, nationwide cycle event happening in different communities on different dates. Two different route options are offered: one being a 25 mile route and the other being a 65 mile route. Why is the event called 65 Roses? Because one four year old asked his mother what she was doing and she said she was calling people to raise money for cystic fibrosis. He called the disease 65 roses, because he couldn't pronounce cystic fibrosis.

Life expectancy has risen from nursery school age to thirty-seven-and-a-half. With a lung transplant the survival rate after three years is 50%, survival rate after five years is 30%. Amy is the lone staff person in the Tri-Cities for Cystic Fibrosis Foundation. She needs many volunteers. She handed out some information regarding committee structure and is looking to fill vacancies.

Visibility of Cystic Fibrosis Foundation with Bike event. Amy has a mailing list of 500 households associated with Cystic Fibrosis. Alexander Adams on staff with the Cordon Bleu will take on planning the meals in the restaurant. The kick-off meeting for Cycle for Life will be Wednesday, April 20 at the Richland Community Center from 7-8 PM. This will show where the need is for volunteers.

Dave said REI could help. So far, Seattle, Spokane & Boise are having their first event. One family in the Tri-Cities, that also has ties with Spokane, are very vocal & very active with the foundation. They have pushed for more involvement from the Tri-Cities. Amy has checked the city of Richland calendar to avoid conflicts. However, Cycle for Life is planned for same weekend as the Indian Summer Marathon.

Amy handed out information for the corporate sponsorship flyers. There are different levels of corporate sponsorship. Registration can be done on the Internet. This event would appeal to the recreational cyclist and not the average cyclist, as the distances are 25 and 65 miles in length.

**10. Kristin Re:**

- a. Fee schedule option taken from a MO organization called PedNet:
  - Basic membership Free, get monthly newsletter.
  - 2<sup>nd</sup> membership has a fee: buy one get one free admission to a cinema.
  - Membership #3 – get a ticket to a concert venue.
  - Membership #4 – get everything above plus an additional concert ticket and free coffee from a coffee shop.Catch is that the board members in MO own the Theatre and own the Blue Note concert hall.
- b. Idea is that if you give people an option, they will support your cause.

- c. Idea to have a Pet Run for people who want to bring their dogs.  
Idea for a trail ride to get people off the roads.

Kristin said that the "Way Finding" in the Tri-Cities isn't very good. Way Finding is a way to help people move from one place to another. It should be repetitive, consistent, and utilize multiple sensory tools that help people move from one place to another.

- d. Silent auction to support 3RBC.
- e. Consider utilizing grants. Some give you freedom and some are very specific. Active Living Research, Active Living by Design.  
There are a lot of opportunities out there. Active Living Research has a deadline of July 1<sup>st</sup>. There is a lot of work involved with pursuing grants.  
Kresge Grant – more for building things – "way finding" signs.  
Look at the state of Washington, Benton County Department of Health.  
Safe Routes to School – grant question to be addressed.

Discussion about the correlation to economic downturn & increased use of bikes.

More discussion about grants in general: Organizations expect a specific turnaround in order to get it to the lawmakers. I.e. complete the grant work in an 18 month timeframe.

Kristin had the question: should she look into specific grants, write up a proposal, and bring it to the board? More discussion: Action grant versus a research grant, etc. Kristin is more of a "researcher" when it comes to grants.

Question: How Kristin will update the board and the grant writing timeframe?

**KEY:** 3RBC wants to develop the Tri-Cities as a bicycle friendly community. The various events correlate with 3RBC's mission. I.e. Bike to Work Month, Share the Road signs.

Create awareness, raise funds to establish share the road signs, encourage bicycle friendly intersections, and help the community to become bicycle friendly.

Meeting Adjourned

Respectfully Submitted:

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Secretary/Treasurer