

### **3 Rivers Bicycle Coalition**

**04/27/2010**

Location: Petersen Hastings Investment Management

Present: Doug Strong, Andy Miller, Damion Miller, Jeff Petersen, John Ittner  
Excused: Steven Cimmiyotti, Mark Showalter, Matt Moeller, Catherine Moeller,

The meeting was called to order at 3:34pm.

The minutes of the March 31 meeting were corrected with the addition of Steve Stairs as a contact on page 2, plus correction of the meeting start and end times. The motion to approve the amendments was made by Doug Strong and seconded by John Ittner. There was motion to approve the formation meeting minutes by Doug Strong and it was seconded by Damion Miller. The minutes were approved.

#### Old Business -

##### STR Campaign Update:

Doug stated that the Richland City Council needed to accept the \$5,000 donation and put it in the budget for the Share The Road (STR) signs. To achieve this, we need to have the City Council understand and accept the role of 3RBC. Doug met with Steve Stairs and Phil Pinard to get the proposal on the CC agenda for the May 4 meeting. Pinard and Stairs agreed that the action was consistent with the Richland Strategic Plan and Transportation Plan and should not be controversial. Entering into a Memorandum of Understanding with the City of Richland is on the shelf for now. Once there is a better community understanding of what 3RBC is all about, the MOU may be revisited.

STR sign location was discussed. Within the Richland city limits, Columbia Park Trail signage could extend from as far east as the Columbia Park Marina (where the bike lanes start/end) to within 1/2 mile east of the intersection with Queensgate Blvd. The Coalition will be working with Richland to prioritize routes that should have STR signs. With the STR discussions concentrating on Richland, Andy Miller recommended that we continue to pursue relations with the other cities as soon as we can.

##### Non-Profit Tax Exemption Filing:

Jeff Petersen announced that we have a CPA working on the 501(c)(3) filing. The Coalition has an Employer Identification Number (EIN). John and Jeff will open an account for 3RBC at GESA.

##### Board Vacancy:

Three names were proposed: Carleen Hanscom, with Pacso Parks & Rec.; and two others. Jeff will contact each to determine their interest. As of this writing, the Board has been informed of the resignation of Matt & Catherine Moeller.

##### Bicycle Shops Involvement:

Jeff has contacted most of the area bike shops, including Chain Reaction. Still need to approach Kennewick Cycle & Fitness and Greenies. Damion suggested encouraging shops to include the

### 3 Rivers Bicycle Coalition

04/27/2010

Washington Bike Commute Guide or similar educational material with each bike sold. Only Scott's Cycles is a National Bicycle Dealers Association member; John suggested getting the other shops to join NBDA. NBDA sponsors a number of useful bicycle education initiatives.

#### Education Campaign:

Damion agreed to take the lead on development of a local STR booklet, along the lines of the Tucson-Pima County sample obtained by Jeff. Damion showed a copy of the *Washington Bike Commute Guide*, which covers the type of information we all agree should be presented. Unfortunately, the term "Commute" may lead many to believe the material would not apply to them. Damion offered that John Allen's *Street Smarts* may be a better alternative. Damion stated his firm conviction that the Coalition should have a goal to encourage as many cyclists as practical to take the full Traffic Skills 101 course.

Jeff brought up the notion of pursuing grants to help defray the cost of League Cycling Instructor training, which includes about \$200 for tuition plus the cost of a venue. John mentioned that the Tri-City Bicycle Club still had an LCI training seat that was purchased from LAB but is unused and available.

#### PR and Advertising Update:

Jeff has a list of contacts that he will pursue for a PR campaign to announce the STR program. Due to Mark Showalter's absence, further discussion was tabled.

Community Advisory Council Update: tabled.

#### New Business –

#### Additional Rotary Funding:

About \$900 has been added to the original \$5,000 grant, proceeds from a Columbia Center Rotary game night.

#### Membership and Supporter Recognition:

John described the various levels of recognition used by other similar organizations. John was asked by the board to suggest tiers of donation levels. Doug asked whether we should have criteria for the types and sources of donations we will accept. John will research how other charitable organizations deal with "unacceptable" donors (e.g., smokeless tobacco support of youth sports).

#### Website Update:

John asked that everyone take a tour through 3rbconline.org and look at the content and layout of the pages. John started with a comprehensive list of subject pages, covering the most popular subjects on the websites of existing bicycle coalitions. There is a Contact Us page that has already yielded inquiries about our interests in an information table at a Rancho Reata picnic He also needs photos and a brief bio sketch from Board members (Jeff, John, Doug, and Damion are currently on the Directors page.)

Richland P&R Request for Park Ranger Funding:

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**04/27/2010**

Jeff has scheduled a personal meeting with Ed Revell regarding his comments at an earlier Richland City Council meeting. The issues of bike/pedestrian safety as one of the primary reasons for 3RBC formation will be emphasized.

REI has offered to sell two bicycles for approx. \$400 each for use by the Richland Park Rangers. Funding this program is a potential future consideration for 3RBC after the Coalition has its own funding in place.

The meeting was adjourned at 5:02pm.

The next meeting will be May 18 from 3:30 to 5:00pm at Petersen Hastings.

--original signed--

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JEFFREY C. PETERSEN  
Director/Member/President

--original signed--

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JOHN ITTNER  
Director/Member/Secretary-Treasurer