

### 3 Rivers Bicycle Coalition

#### Board Minutes

08/9/2011

Location: Petersen Hastings Investment Management

The meeting was called to order by Jeff.

Introduction of Board members:

Present: Dean Bell, John Ittner, Jeff Petersen, Carleen Hanscom, Andy Miller, Mark Showalter, Kim Schugart, Doug Strong, Dave Berkowitz

Excused:

Approval of July 12<sup>th</sup> minutes: Corrections: LCI trainer is Hal Ballard. With no other corrections there was a motion to approve by Carleen and a second by John; with all in favor motion was carried unanimously.

Discussion:

1. Adventure Challenge: Celebration of the completion of the Sacagawea Heritage Trail, a 23-mile trail along both sides of the Columbia River. The date for the event is September 10<sup>th</sup>. Great event, participants don't have to register, just show up the day of the event and wherever they want on the trail. There are 22 checkpoints, and one can go to any or all of the checkpoints. Each checkpoint gives the participant a ticket to enter into to win prizes. Checkpoint 21 is the 3RBC location. Recommend having two volunteers and perhaps use shifts. In order to get a ticket, a participant must be 5 years old or older; each checkpoint is encouraged to promote their organization, don't need anything big and flashy. Volunteers need to be there and ready to go by 9am.

Due to there being a little more in the budget then they expected, the thought of a banner for this event, perhaps a five-footer. Perhaps the table can have bike to work month info and business cards that would be generic so that anyone could hand them out. If LCI seminar doesn't happen Damion is willing to volunteer to do the Adventure Challenge. Perhaps even try and wiggle in some bike safety with the table. Maybe give out an item to encourage interaction with children, or bicycle questions as a trivia game.

2. Jeff asked if anyone had been involved in advocacy since last meeting and no one mentioned being involved in any advocacy activities.
3. President's updates: Bicycle Alliance of Washington is looking to come to town at the end of September and talk about some of the issues with the things that they were involved with. Sometime in October, Lori will coordinate everyone to see if they can come together for the assessment for the safe routes to school program, this will help in working on the grant for a bicycle friendly community. LCI training and Safe Routes to School Program would be a good way to leverage the Bicycle Alliance of Washington. Initiatives are already full this year, and there is no man power currently to take on anymore.
4. This Friday Jeff plans to have dinner with Jen Klausner , mentor to Jeff in the field of bike coalitions. She is the executive director of Los Angeles County Bicycle Coalition, one of the largest county associations in the country if not the largest. Furthermore, the group needs to not lose focus on our goals and intentions.

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5. Treasury Items: \$2,700 dollars in checking, \$200 in savings, outstanding liability is still 5 dollars. Hopefully more memberships will start coming in. Deposited \$620 dollars which is reflected in the total since last meeting, \$20 being Doug's membership and \$600 came from Inland Empire Century.
6. Safe Routes to School: Marcus Whitman Elementary PTA found our group through the Department of Transportation. Dean Bell was looking for money for restarting the pedestrian and bike safety program in the school that had been shut down years ago. Dean is looking for help with an Applegate grant. Dean would like help with the essay; he has most of the information for the Applegate grant, which was the MW budget. The money granted would be open to be used however the PTA deems that is should be used. Dean would also like information on how they could implement a safety program for biking and pedestrians because there is no information anywhere that he could find. Dean would like to be able to give out a helmet to all kids that graduate from the bicycle and safety program that he is starting.

Discussion: Get a poll from the community about what is important to the community. Figure out where the issues are and note them as well as how they can be improved. Elementary school parent student program would be good, while the focus will be on the kids but once the parents and students come to the program the focus would be on teaching the parent the most common causes of fatalities for this age group and how they can be prevented in the neighborhood. For kids 10+ a class that teaches the rules of the road as well as how to ride to school and back would be the most beneficial (maybe a 10 hour class). Perhaps this can be an after school program or include them in the Physical Education classes.

7. LCI Training: Damion has been on the phone with Aaron Scully from Kennewick Bicycles and Fitness. Aaron is trying to figure out a schedule right now with his boss in order to take the class. Don from Chain Reaction in Kennewick is interested in the class. Unfortunately he is not able to stay in business and will probably be closing his shop in Kennewick but will probably run his business out of his home. The only stumbling block right now is sealing the deal with the recruits and getting them through the Traffic Safety 101. This will dictate how this is going to proceed. Perhaps the Adventure Challenge can be a way to recruit some people for this. We are trying to shoot for a 5 to 1 ratio when it comes to the class with a charge of \$335 per student, in total, for the whole program.
8. Bike to Work Month: Heather Bendickson's recommendations to make it more successful: Need an earlier promotion, online registration, look at results of other teams (look at miles daily or weekly to create a competitive spirit), charge and include t-shirts (perhaps \$15), kick off to the event to get media coverage so that there is more interest from the local media, and link it to the 3RBC website, handle registration through the website not through the bike shops, more community partners and bigger prizes, and promote more corporate teams.
9. Membership Committee Update: Regarding online membership application, one day it didn't work but after backing off and trying again it worked? Didn't put all information, it wasn't saved, and then had to start over again (thought to be a browser issue). Other than that it is ready to go Live. Corporate membership can be added later but for now it just needs to be green lighted, and tested out. There is a known printing issue.

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10. Tri-City Bicycle Club: Five people expressed willingness to step in and take over operation of the club. Currently TCBC is trying to set up a meeting later this month or early September with the current board members and the new people to start transitioning.
11. Marketing: Brochure – First draft will be sent to the coalition by October. Had computer issues for a while, hence the delay. The cover looks more like off road, should it be more urban? After discussion it was decided that after the drop they will decide to perhaps even print up a couple pictures of the coalition cyclists to put on the front of the cover.
12. REI: October 2<sup>nd</sup> – bike safety course for kids? Hiring a bike tech so if anyone is known have them come to REI and apply.

With no further business, the meeting was adjourned. Next meeting is September 13, 2011.

Respectfully Submitted:

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Secretary/Treasurer