

### 3 Rivers Bicycle Coalition Meeting Minutes February 8, 2011

Jeff called the meeting to order on Tuesday, February 8 at 3:30 P.M.

Present: Everyone but Mark who sent an email saying he couldn't attend because he was double-booked.

First item: Approval of the January 11, 2010 minutes.

Comments: Item 7, John asked if he or Doug made the statement. With the change of "John" to "All", the Minutes were approved. Approval was moved by Andy and seconded by Doug.

#### Discussion Topics:

1. Jeff on advocacy: Since the last meeting during which it was mentioned that Damion was on KEPR TV, he asked Damion if he had anything to share in terms of interaction with the reporter. Damion said it was positive. The interview lasted about ten minutes and got about a 30 second clip. Discussed debris on side of the road and how it affects cyclists. Damion thought we should continue the dialogue. The reporter was interested in continuing the story line, so we can tap into it in the future.

Jeff emphasized that debris on the shoulders causes cyclists to enter the road. With the construction along Columbia Park Trail, cyclists might actually end up in the left lane.

It was mentioned that future media contacts need to counter the notion regarding the vehicle excise/gas tax, and how drivers call it their "ticket to the road", but everyone pays the tax. Cyclists have less impact when they ride a bike as opposed to a vehicle.

KNDU sent an email to the Bike Club, but unable to make contact. It's possible the email had something to do with Brad Klippert's bill in the Legislature.

**ACTION:** develop a relationship with Brad Klippert. It was agreed that anything 3RBC can do would be positive. Brad Klippert was a DARE officer and connected with Safe Routes to Schools.

Cascade Bike Club frequently comes out with supporting messages where they have a link to the web-site, plus a place where a letter can be sent in your name, and in turn post a list of others who can do the same thing. John said he would forward such messages to the Board so that they can participate in contacting our representatives.

Jeff mentioned that he has 100% success rate when he sends out emails versus mass mailings. Jeff mentioned that he gets excited when someone, who he thought was opposed to our interests, is in alignment. Use this as an opportunity to follow up. Jeff will send an email to Brad thanking him for being supportive, and then ask him if there is something we can do to help.

2. Jeff's update: the agenda is the same as last month because there were illnesses, etc. So we have two areas of concern: Membership and Special Events.

**Global picture:** Jeff has a call into Steve Young, the Mayor of Kennewick, to set up an appointment with him. Mr. Young is interested in helping Kennewick become bicycle friendly. When Jeff presented the idea that it could be done at no cost to the city, other than putting up the signs, he was very intrigued. Bring in a public works person, and the person who's responsible for Fruitland, which was recently repaved with an extra-wide lane and curb lanes. If we can come at it from the top down – via the mayor and city council, it could become a successful model for future dealings with the area jurisdictions. Note: Marie Mosley – city manager – should be at the meeting.

Jeff said that the Sustainable Livable Communities Group is filing for Articles of Incorporation. It will be formed within the next month or so. The idea is to get all of the community organizations who are interested in making this a more livable and sustainable community working together under one umbrella. 3RBC is one of those organizations. Jeff was invited to attend the meetings by Tim Frederickson and Carol Moser as a result of what we are doing through 3RBC. We are one of many players among several who are helping the community to become more sustainable and livable. Jeff feels the timing is right for what we are doing.

Steve Young, who is a government member, would be on the board. So connecting with Steve could be positive for our organization.

Comments: Consensus is that this will bring 3RBC a broader appeal to the public. This paints a mosaic of activities in the community and brings groups together.

3. Treasurers update by John: Cash balance in the Gesa account is \$2552.67. Since the last meeting John deposited \$1500 in donations. Paid out \$67 to cover the web-site hosting renewal, the domain name registration renewal, renewed our master business license \$9 and \$10 for the annual corporation report to the Secretary of State. John reimbursed himself using GESA's online BillPay feature because they were paid by personal credit card. John made \$100 donation to 3RBC since he circumvented the policy that checks require two signatures.
4. Special Events Committee Update: Carleen, Dave and Andy: Carleen talked about Bike to Work Week (Day) which will be around May 20. REI is working with Bike to Work Week and talked about 3RBC being involved with that. Last year REI did a Bike to Work Month and Dave was surprised at how many participants there were. He thought 3RBC would have a good role to play in that event and it could encourage more members of the public to get involved. Plan to have prizes and a some sort of reward. He feels that it would fulfill the goals of education and getting families outdoors. The Bike to Work event used to be bigger and 3RBC could help involve more cycling advocates. It is a tremendous commitment.

Bicycle Rodeos – 3 RBC could partner with these events so we would be associated with them.

Community Ride – this is a smaller scale event that might be held on a trail so it could appeal to recreational or family riders who don't have experience on the roads. Possibly charge a small fee for it and members be free – so as to encourage membership. Jeff asked how it differs from the Adventure Challenge. Carleen: the Adventure Challenge is a free-for-all, an all day event, not as organized.

Operate a maintenance class or a bike swap event and perhaps coordinate the swap with another event or Father's Day weekend.

Damion: Work on rebuilding/refurbishing old bikes with young people. Key is finding qualified volunteers to coordinate and work with the youth. Good way to work with kids and put them on mountain bikes. Essential to use LCI manuals so correct information is passed on. Mark Hammer's name was mentioned in conjunction with Safe Kids' Coalition.

Jeff: This is a good way to identify areas that create excitement. What else do you have?

Carleen: 3 RBC can tag onto existing events i.e. the Community Ride, REI, and Bike Rodeos.

Dave: Suggestion for an Inland Empire Family Ride the week before the Inland Empire Century event. Maybe sponsor a short ride with food, beverages. Bike to Work month, day, Family Fun Ride, etc. Potential liability is with families/bicyclists who are not as experienced riding on the roads.

Carleen: May 14, June 4<sup>th</sup> dates were suggested.

Jeff: Summary: Bicycle Rodeo, Kid's Coalition, Mark Hammer, REI.

John: For May: is that adequate time to get permits?

Celebrate May/Spring – like Bloomsday. Bicycling is part of getting fit and promoting the sustainable community.

Jeff: year 2012 might make the most sense in order to make plans for events.

Community events work well in Portland. Perhaps consider 2012 for the Bike Swap event. This could be a push for registration for Inland Empire Century and membership for 3RBC. Jeff: two things rise to top:

1. REI connection & partnering with them with a bike to work month.
2. Safe Kids Coalition that Damion would be involved with.

Start dialogue for Bike Swap and community rides now but initiate in 2012.

Jeff to Dave: REI partnership. Donations vs. membership. Encourage bike clubs and bike shops to get involved.

Carleen: coordinate the committee and report next month.

Damion: Posters.

Jeff: Postpone Safe Kids Coalition for now?

Damion is excited about working with Safe Kids Coalition.

5. Membership Committee update: Jeff tried to get Mark to head up this committee and sent him an email. Jeff hasn't heard back yet. But thinks we should take the 80% tactic, not perfect, but close.

Idea of tiers of membership commitment was discussed.

Jeff: suggested coming up with a philosophy, email it out and vote on it next meeting.

Recap: Focus has been on membership and special events.

Next meeting is March 2, 2011, as Jeff will be out of town on the 8th.

6. STR Brochure: John: It will be a lot more work than originally figured and he will need help to set it up, since it is in a MAC format. Most of it would be a cut and paste method.

May have to pay to have brochures done professionally. REI has a graphic artist, but not sure of her expertise. John: Esprit offered, but they cannot take on pro-bono work at this time.

Jeff: Michael Wallenfels, son of Steve Wallenfels, who works at TCCC is a professional graphic artist. Let's check in with Mark too. 3RBC will need to raise enough money through advertisers to help cover the cost of the brochures. Jeff said he could help with finding advertisers and could take a mark-up of brochure and show to potential advertisers. Small ads for bike shops and large ones for REI. However REI has no local marketing dollars at this time.

Jeff: Goal is to get a mark up version with boxes for advertising with target of having it done before Century & before Bike to Work month.

Jeff: Damion and Jeff can use a brochure when they go around to bike shops for outreach.

7. LCI training – Damion. Between June and August is the target time line. Set a date with minimum number of attendants; 3 days: Friday, Saturday, and Sunday. Need a location: possibly the Pasco Senior Center
8. Inland Empire Century event planning: John: we need to come up with two more drivers of van, truck, or SUV. Jeff: Mike Robinson donated a van to Chinook cycling club. Damion will ask about acquiring a van and driver with Chinook cycle club.  
John: patrols the first 25 miles on his recumbent, but needs one motor vehicle paralleling the route for faster response.

Summary of activities:

- a. Brochure in conjunction with the Share the Road brochure, which defines 3RBC.
- b. REI, 3RBC Bike to Work month
- c. Safe Kids Coalition
- d. LCI training
- e. Inland Empire Century event
- f. Adventure Challenge
- g. Membership program promotion

Meeting Adjourned

Respectfully Submitted:

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Secretary/Treasurer