

3 Rivers Bicycle Coalition Meeting Minutes June 14, 2011

The meeting was called to order by Jeff Petersen at 3:30 PM. Present: Jeff, Doug Strong, John Ittner, Dave Berkowitz. Excused is: Carleen Hanscom. Mark Showalter came in after meeting was called to order.

Approval of minutes of May 10, 2011: John had two comments: Second page: item 4 change to TS 101. Item 5: John needs to be reimbursed \$45 since he paid the LAB membership for 3RBC. With these corrections Jeff called for approval. Minutes were approved.

Discussion: 1. Community Advocacy: Inland Empire Century came up at the last meeting. John's update: 419 riders participated, which is only 13 less than last year. This was considered a very good turnout, as the weather was bad leading up to the event. There were a very low number of pre-registered riders, so Friday night's pre-registration was very hectic. This further underscores the need to have packet pickup and pre-registration the night before. Kiwanis is now convinced that is the right move. Red Lion was pretty happy; currently they are listed as the headquarters, so a lot of rooms were booked through them. No report on the Beer Garden, but the weather was bad. There were many cars in the parking lot at 6 PM, so people were hanging around. Jeff said that there were enough cars on the road to help out, so he stopped at several rest stops to check in. Positive feedback and the event seemed well organized. Support vehicles on Webber were good; it was very windy.

REI supported a cycling event at the Mall. Not sure who put it on; Heather might know the details.

Discussion about the City of Kennewick: Ken Hohenberg and Russ Burtner are on the Advisory Committee.

Subject of gravel on bikeways: John said there was quite a lot of gravel and sand on the trail coming off the Blue Bridge, and that it appeared to be wash-out from the heavy rains. John emailed Carleen. He also contacted the DOT representative and the DOT rep. emailed back saying he was responsible for the clean up and it was taken care of.

2. Treasurer's Report: a. John and his wife have officially joined 3RBC. He took \$40 of the \$45 that 3RBC owed him in order to cover the membership fee. Another family of four joined (Troy & Michelle Ellis and family), as well as the Petersen family. John presented Jeff with a membership card. b. Report: Dues that were deposited and the reduction of the Accounts Payable was the only activity. Two more \$5.95 charges for using Bill Paying on the account appeared. John stopped the Bill Pay program to dispense with the charges through Gesa. Total checking account balance is \$2081.82, \$200 in savings, and the only liability is the remaining \$5 owed to John.

3. Bike to Work Month: Carleen couldn't come due to some issues that came up at work. The prizes have been collected and Heather is working on how to distribute the prizes. Most if not all sponsors contributed to the prize collection. Idea for the future, possibly to post on Face Book and a free Google website and keep a running total of Team totals for the week in order to keep the competitive juices flowing with the participants. Also,

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discussed the idea about working with other biking clubs and organizations to get the word out and track miles/statistics during the event. Committee can consider these options during the review process.

Dave emphasized the need for pre-registration for Bike to Work Month.

Jeff brought up the topic of a new organization called the Alliance for a Livable and Sustainable Community.

4. Inland Empire Century update: John said that they are happy with 3RBC's support and interest. 3RBC supplied six people for driving and the income from that is \$500, so it was a good fund raiser. Kiwanis is happy to have our support too. Stats: 419 participants this year compared to last year's 432, which was the record turnout. In 2005 participants broke 100 after years of 60-70. When Group Health put their name on it, participation levels took off. The CEO of Group Health rode this year.
5. Membership Committee update: John researched many websites to find downloadable & printable forms. All of them cost from \$10-50 a month with setup fees from 0 to \$2000. Google "Check Out" is easy and user friendly. It is an alternative to Pay Pal. Many merchants are bailing out of EBay because there are only a few outfits they will allow to use for payment. John spoke with the web site person for Bike Alliance of Washington. She is doing hand-done/simple work with a personal data base. There are few domestic pay systems that look safe to use. Summary: John recommends utilizing Google Check Out. General discussion about merits/drawbacks of Pay Pal and Google Check Out. Conclusion: It might be easier to use Pay Pal as you don't need a Pay Pal account and Google Check Out is relatively unknown. Decision: to use Pay Pal for 3RBC. Motion made to use Pay Pal as the mechanism on 3RBC's website to purchase membership and other goods as they may be made available. Seconded, no further discussion. Motion was unanimously passed.
6. Marketing: Brochure work from Vancouver has been started and it looks like it is something 3RBC can work with. We need to provide a new cover photo – perhaps with a local picture. Share the Road custom license plates fund Bicycle Alliance of Washington and will indirectly filter down to activities that BAW provides to 3RBC.
Brochure discussion and how 3RBC can develop a brochure use of maps, QR codes, etc. Discussions about obtaining advertisers, which will help cover the cost of printing, etc.
7. New business: Tri-City Bicycle Club status: are they shutting down. Notice went out to members that if things don't turn around by July 20 then they will start refunding the unused portion of membership, close out the bank account, shut down the website. Corporate charter from 1988 says: unclaimed funds will be divided evenly among other bicycle advocacy groups. John would like 3RBC to keep the domain name (tricitybicycleclub.org) in case the club will be reactivated. Jeff will post something on Face Book about Tri-City Bicycle Club current status.
8. Adventure Challenge: September 10 is the date for the ride along the bike paths around the Tri-Cities. REI and 3RBC will have a station. If anyone is

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interested in helping out at our table, let us know. Michelle Ellis is a new member-should we take her to coffee, invite her to a board meeting? Begin with coffee and ask what she would like to do, etc. She is excited and wants to help. Jeff will follow up on with Michelle Ellis.

9. Local Advocacy:
 - a. 3BRC needs direction after Bike to Work Month, involvement with Group Health Inland Empire Century, moving on with brochures. It's time to start focusing back on the communities. Is the next step to return to Richland and talk with the police chief and find out what his thoughts are? 3BRC needs to go forward because enforcement is weak in Richland. It is vital to have the police chief on board with bicycle safety and it is necessary to have police enforce the laws; volunteers can't do it alone. Police are more approachable on bikes - more flexible than using a cruiser and can apprehend suspects better on a bike than on foot.
 - b. Area along north side of highway 240 – comment: the path is falling apart. Not sure if the parks budget for the paths or if it's the Public Works. Perhaps the best thing would be to move the path as the erosion/wash out is constant.
 - c. Bookwalter area annex update: this area is called the doughnut hole.
 - d. Cycle for Life Cystic Fibrosis Event: September 24, 2011. Amy Lerch gave a presentation to 3BRC and she is really getting out and putting in a lot of work in preparation for this event. Anything we can do to support her in terms of getting the word out, posters and brochures by REI, etc. John is working on the route and a map. Jeff will try to get her on the agenda at Rotary. Problem is that only one individual with Cystic Fibrosis can be in the same room together - issue of infection. Support: They are looking for people to ride and sponsor, run rest stops, drivers. Length is 25 miles & 65 miles.
10. REI has an ultrasonic washer that heats up with a pump. It is available for anyone who wants to use it.

Addendum: it was unanimously decided to offer membership to the winners of the Bike to Work Challenge.

The meeting was adjourned. Next meeting is July 12, 2011.

Respectfully Submitted:

Secretary/Treasurer