

3 Rivers Bicycle Coalition Meeting Minutes March 1, 2011

Jeff called the meeting to order on Tuesday, March 1, 2011 at 3:30 pm

Present: John Ittner, Jeff Petersen, Andy Miller, Dave Berkowitz, Carleen Hanscom and Damion Miller. Kristin Re, guest, came in a little later to participate in the meeting.

Excused: Doug Strong.

First item: approval of February 8, 2011 minutes.

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

- Discussion:
- 1. Community advocacy** involvement since the last meeting. John had two rounds of email exchanges with Brad Klippert and an auto response from Larry Haler. Brad was very adamant on pushing for the bill. On March 1, John received a reply from Jerome Delvin. Jeff received correspondence that indicated Jerome Delvin would see that the bill is added to the list. The bill has gone back to the House. Summary: some success in talking to the representatives. Cascade Bike club makes it easy to get to the legislators. Dave Janis is 3RBC's contact and Jeff will pass that on to him.
Carleen brought some brochures from 2009 which focuses on commuting and getting people on the road, how to dress, how to be safe, bike shop's maintenance, etc. She also received some MAC files to glean information from. The source just asked that we give them a little credit with whatever we use.
 - 2.** Kristin Re sent an email to John regarding the potential for her involvement with 3RBC. Kristin Re has a doctorate and is an occupational therapist. Her doctorate was on maintaining health conditions through active living. She was involved in Columbia, MO with a \$2M grant helping them get their sidewalks up to standard. Her niche would be on the engineering side in terms of working with the city and coming up with a plan for sidewalks, etc. She is interested in 3RBC and would like to come to meetings. First step would be to have her come to a meeting to get to know her.
Heather was asked to join Jeff and Kristin for lunch because he thought they would have a lot in common.
 - 3. REI** donated two bikes.
 - 4. Rotary:** Jeff will be speaking at Sunrise Rotary on Friday morning, March 4, 2011 and will talk about Rotarians in Motion program: which is an effort to lead the movement to have TC become the healthiest community in WA. State. Share the Road signs will be part of the presentation.
 - 5. Treasurer's report** by John: Balance is unchanged from last month: total is \$2452.67; however \$200 of that is now in savings. He moved \$200 into savings in order to receive statements.
 - 6. Cost of membership:** Three different memberships: Bicycle Alliance of Washington, League of American Bicyclists, and Feet First. 3RBC has \$200 total budgeted for membership. Feet First is a member of the Bicycle Alliance. 3RBC had about \$5800 over and above what the budget was. This will be addressed as New Business.

7. Commute Challenge: Heather suggested that 3RBC take the lead role in the Commute Challenge event. Insurance is a large part to consider in this.

INSURANCE: It was mentioned that if 3RBC joins LAB we can purchase insurance for the group, as the membership is now, for \$1.49 a head. For special events: \$1.49 per participant. If we sign up for insurance ahead of time and after the event closes out, then the report reflects number of participants. The recommendation was that there would be no charge, but this recommendation came in before having the insurance information.

Discussion: People are used to participating in an event with no fees. Concern was raised that if there is a charge, will this hurt people from signing up? Topic of donating to 3RBC in order to help the public understand what 3RBC represents and what we are doing for cyclists in the community. Benefit of the fee is that the participants are insured as well as 3RBC being covered. The participant is also insured. (Standard coverage of \$1M, \$300,000.)

Last year it was a week long event, so participants registered, recorded miles, with categories: commuter women, team competition, etc. Subject of making it a month-long event was addressed.

Kristin Re joined the meeting at this point and was introduced to the board. She has her doctorate in and is an occupational therapist, and has been involved in walking, biking infrastructure in Columbia MO when they had federal grants in 2008.

Jeff encouraged 3RBC to consider insurance and include it in the budget, and raise funds ahead for that in advance of raising funds for some of the other things on the calendar. There is money in the bank. It was brought up that perhaps 3RBC should consider adopting limited liability coverage for the entire year rather than individual events.

If the current membership applies for *American Specialty* insurance coverage, then everyone (9 members) is covered at \$1.49 per person, per year; however during a sponsored event, the participants (who are non-members) have to be covered on per participant basis.

Discussion: perhaps 3RBC can restructure the Commute to Work week so it is an educational event rather than a structured event; suggesting that people exercise with no signing up. The only thing different is that participants are being asked to record their miles.

There was encouragement to consider purchasing the insurance; it will get 3RBC's name out and add value to the event. Need to make posters, contact other businesses and to get the word out. This would be a 3RBC event in conjunction with REI and other entities (bike shops).

3RBC as a member of LAB is eligible to buy insurance for the participants joining in our events. Not requiring participants be members of the LAB.

Damion talked about LCI and taking it to businesses advocating education, biking, commuting to work, etc. REI is willing to share this program with the local bike shops.

Subject of prizes at events was addressed: Voluntary on the part of the shops.

MOTION: John made a motion to insure the event through *American Specialty Insurance* for the cost of \$1.49 per participant to cover the whole event.

Discussion and amended motion: that 3RBC will insure the bike commute event subject to the specifics being outlined at the next meeting.

SECONDED: by Carleen. Motion approved.

Membership issue: Discussion to have participants pay \$5, which would cover insurance. Concern expressed about charging for the first event that may cause the event die.

Kristin Re's comments: If you instruct a rider to bike to the bike shop to register for an event, this may not be practical. Suggest picking registration up at the bike shop, complete with a bike route. Regarding Word of Mouth: Columbia, Missouri had: "Way to Go to Work, Bike, Walk, or. . .", with T shirts which were seen everywhere in the community.

Question: If there is a donation, can it be tied to a benefit? But Public Radio does this by issuing a note with value of "gift."

Recommendation: give this back to the committee to finalize the ideas and go forward with them within the parameters discussed. Goal: no fee to do the challenge, but will give options for people to join and/or buy T shirts.

To steer traffic to the 3RBC's website; if we have a form on the website that interested parties can sign up on and next year perhaps have a PAY Pal system set up.

** Dave's idea: to charge a small fee for someone who will not become a member, and then a larger fee for someone who will become a member & then they can receive a T shirt and free participation in events. If people receive value, then they may be willing to pay for membership.

Other members on Committee: Carleen and Andy were asked about Dave's previous comment. Carleen's concern is target market; would a casual rider be willing to pay? Who is our target market? (Other discussion was difficult to hear.)

Motion by Dave Berkowitz: to not charge for the Bike Commute Challenge, but to delegate to the committee the responsibilities for determining how to charge, if at all, or offer the T shirts, and membership.

Motion Passed

8. Membership: John: initial research was to charge \$50 for individual membership based on fund raising, but it looks like it should get closer to LAB and Bicycle Alliance of WA which is \$35 for individuals and \$60 family, and up. 3RBC could possibly have a lower rate for a limited amount of time & tell people that we are building the organization and memberships, so throughout 2011: \$25 membership fee, \$40 for family.

Discussion: Other local groups charge: Bike Club charges \$20 for individual & \$30 for family.

Question and discussion of what 3RBC is offering: advocacy for bicycling in the Tri-Cities, Community Challenge, Share the Road, LCI, etc. Who is the target audience?

Other membership numbers were requested: \$15 Individual & \$30 family; \$20 individual & \$50 family; \$15 general annual membership with different levels added; \$20 individual & \$40 family.

Perhaps the idea of having a membership "building rate" initially, but this will rise as time goes by. Idea of first 500 members: \$20 & \$40.

MOTION by Mark: to charge \$20 per Individual and \$40 for Family annual membership fee. Moved by Mark Showalter and seconded by Andy Miller. No discussion. Motion passed.

9. **LCI training:** Damion is looking for dates in June, and can schedule later in the in summer months. Pasco will be the location. Jeff, Dave (the other "Dave" from REI), Kristin, John, Russ Burton from Scotts can participate.

10. **Marketing:** "Share the Road" brochure, etc. Folder brought to the meeting has everything in it. John wants to have a first draft made with multiples of either 8 or 16 pages to make it come out right. After the draft is completed it can be determined how much space is available in the brochure. John researched various laws, etc. Determine how much space is available for ads, etc.

11. **Inland Empire Century:** Need to supply at least 3 drivers. Discussion to send out an email to get this going, as well as posting it on website. Also look for drivers at the Friday night registration.

Joining the Alliance for Walking and Bicycling: cost is \$200. LAB will take up \$100, so budget is \$100 short for the other membership. Ellen Vanderslice from Portland recommended this organization to 3RBC. Jeff plans on attending their conference next year.

MOTION: to increase that category by \$100 to change it to \$300. Seconded, voted and passed.

Meeting Adjourned

Respectfully Submitted:

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Secretary/Treasurer