

3 Rivers Bicycle Coalition
03/31/2010

Location: Petersen Hastings Investment Management

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

Excused: John Ittner

The meeting was called to order at 3:35pm.

All attendees were asked to complete and sign an authority to 3 Rivers Bicycle Coalition to provide information via email per the bylaws. This form also provided updated contact information for each member.

There was motion to approve the formation meeting minutes by Mark Showalter and it was seconded by Matt Moeller. The minutes were approved.

Andy Miller noted that we have a weakness in the board as there is one spot remaining. The board needs more diversification by adding women and minorities. Jeff suggested a few names and the Board suggested that additional candidate names be emailed to Jeff.

The Five E's

- Education
- Encouragement
- Enforcement
- Engineering
- Evaluation

It was proposed to create a committee for each of the E's and have one board member be the chairperson of the committee. It was brought up that maybe there should be a sixth committee just to focus on safety or that general topic. It was also suggested that we use safety as the test of priorities for everything that we do. It was agreed that improving safety should be the ultimate goal of each committee but don't dilute the Five E's.

It was suggested that Damion Miller and Matt would be on the Education Committee. Mark and Steve Cimmiyotti would head up Encouragement, Erica Tungsвик (Richland Police Department) and Ken Hohenberg (Kennewick Police Department) would work on Enforcement and John would be on the Engineering Committee. Doug Strong and Damion have been suggested to be on the Evaluation Committee however there are still others to consider.

There was discussion regarding how to get Law Enforcement on board with the coalition and there were various suggested approaches to do so.

It was also suggested that all other bicycle shops be added to the committees sooner rather than later to ensure there is no bias and try to penetrate some of the department stores such as Wal-Mart, Target, etc.

3 Rivers Bicycle Coalition 03/31/2010

Share the Road Campaign

There is a \$5,000 grant from Columbia Center Rotary that expires as of 06/30/10 and Doug is in charge of this area. This is specifically for Share the Road signs and can not be used for anything else. Doug had a meeting with Steve Stairs who is very interested in helping with this. It could be as simple as identifying the route and the donation includes installation. The goal when the grant was submitted was to mark Columbia Park Trail from the Edison/Columbia Center Blvd area to Queensgate,. It was decided to have a separate discussion on this with the City of Richland Public Works Department as far as locations of where the signs should go. It was also suggested to use the Bicycling Road Map for guidance as to where the signs should be placed.

The Educational Campaign

A bicycle/motorist education booklet from Tucson was given to the members and was suggested to be used as a starting point to design something similar for our community. It was indicated that the state already has information that may be useful to avoid reinventing the wheel. Damion was asked to take the lead on this to look at the current booklet and give a recommendation at the next meeting.

The Enforcement Campaign

This will be in conjunction with the Educational Campaign as far as the laws listed in the booklets. It was indicated to encourage law enforcement to enforce motorist and cyclist laws. A recommendation was to review state laws on this to see what the current statues and ordinances are.

Safe Routes to Schools topic was put in the back burner as there are several challenges to overcome and keep the focus on some of the more immediate concerns.

PR and Advertising: Get Fit, Have Fun - Cycle Tri-Cities

There are several other fitness movements that are going to begin and it would be great if we could get involved as one of the tools in these movements. The website is currently under construction and this is the starting point. It was pointed out that a logo with wings may bring more attention than a logo with an antique bike with big wheels because it gives the impression of being free, flying or life's good feeling. It was suggested that the Get Fit, Have Fun may not fit in with the age groups 20-30. Mark was asked to take the lead on this project and work up some different options for the logo and catch phrase for presentation at the next Board meeting.

There was recap of the City Council Presentation from Doug. There was a general support from the council and they recognized the group being formed and the initiatives. They commented that they would like to learn more about the group. One council member was asking a lot of legal types of questions, although that was not the council's opinion as a whole. The day after the meeting, several members said that they really got off track with their questions. The coalition can go on and continue our goals and the Resolution before the council was to attempt to obtain their direct support. The next step is to go back to the council and get their approval for accepting funding.

The next meeting will be arranged via e-mail.

3 Rivers Bicycle Coalition
03/31/2010

The meeting was adjourned at 5:05pm.

-----original signed-----

JEFFREY C. PETERSEN
Director/Member/President

-----original signed-----

JOHN ITTNER
Director/Member/Secretary-Treasurer