

3 Rivers Bicycle Coalition
05/18/2010

Location: Petersen Hastings Investment Management

The meeting was called to order by Jeff.

Jeff welcomed Carleen Hanscom to the meeting. She is with the City of Pasco Parks and Recreation Department. She has been involved in Parks and Recreation since college. She has a passion for Parks and Recreation and a broad background in cycling, including having worked in the bike industry. She is observing at the meeting with the idea of possibly joining the board.

Introduction of Board members:

Present: Damion Miller, John Ittner, Jeff Petersen, Mark Showalter

Excused: Andy Miller, Doug Strong, Steven Cimmiyotti

Approval of April 27th minutes:

Corrections to minutes included spelling correction to Carleen Hanscom's name, removal of the names of the other proposed members, and addition of John Allen's Street Smarts Book to the Education Campaign section. There was a motion to approve the meeting minutes and it was seconded. With no opposition, the minutes were approved.

Regarding Matt Moeller's resignation. In a letter of resignation, Matt indicated that he is primarily concerned with bicycle safety for kids, and doesn't want to see more bicycles on the road. This is in conflict with the 3RBC philosophy of "safety in numbers" and the promotion of increased activity levels and health.

Jeff asked if board members would share any Coalition related activities they've been involved in since the last meeting. A few of the activities mentioned were: Chinook family fun ride; event with the Kennewick police department; and 3RBC information packets distributed through Kiwanis club. The goal is to promote upcoming events through the 3 RBC website and Facebook page.

Approval of agenda. A potential conflict was mentioned with the next meeting being set for June 15th. The Agenda was approved.

First Item:

Share the road campaign update. Ribbon cutting event tentatively set for 2pm on June 23rd. The advisory group, city council, Columbia Center Rotary donors, dignitaries, and media should be invited. Potential locations for the event were discussed. On the site of one of the new signs, or on the Columbia Park Trail were mentioned as possibilities. All of the new "share the road" signs should be up by the middle of June. Changing the time to 1pm was recommended, so as to allow for local reporters to attend and air coverage that same day. Mark and Jeff will get together to compose a press release.

Second Item:

501(c)(3) filing update. Conflict of Interest Policy Proposal. Language was adjusted to reflect the needs of the Coalition. The proposal can be approved at the current meeting, or through email. Email was decided upon so as to allow for review by all of the board members.

Third Item:

Board of Directors' Vacancy. There is one position to fill. Suggestions of people to recruit were made. Diversity, representation from all three cities, and involvement from the school districts were mentioned as strengths that a potential member might bring to the board. Also mentioned as a board member criterion was a female member, since the current board is all male.

Fourth Item:

PR and advertising update. Mark presented three logo options. The group decided on one that they liked best. Mark will take that logo and work on further versions.

Fifth Item:

Membership and Supporter Contribution Program. John discussed some ideas for setting membership levels, benefits, and recognition levels. Types of donations other than monetary donations, such as a wish-list of items that the coalition would be willing to accept, were also discussed. In moving forward, levels of membership need to be set by the board. The board should also consider other ways in which the coalition will be financially supported. What is the business plan? What do we need the funds for?

The topics of the Educational Campaign update, Web Site update, Community Advisory Council update, and priorities for the next Share the Roads cities were tabled for the next meeting.

Additional thoughts regarding updating Google maps bike-trail feature with current and complete Tri-Cities information were mentioned. Jeff expressed that as a coalition, 3RBC exists to enhance all of these other organizations that want the Tri-Cities to be a more bicycle friendly community. So it would be in all of our best interests for Google to have the most current information. Looking at businesses in the area, do we want to give recognition to those that encourage bicycle usage, whether for commuting or other purposes? Jeff hopes to bring back some ideas from the Bicycle Alliance of Washington board retreat.

With no further business, the meeting was adjourned.

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JEFFREY C. PETERSEN
Director/Member/President

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JOHN ITTNER
Director/Member/Secretary-Treasurer