

3 Rivers Bicycle Coalition
Meeting Minutes
September 21, 2010

Members Present: John Ittner, Jeff Petersen, Andy Miller, David Berkowitz

Minutes Approved: Agenda and Minutes for August meeting were unanimously approved by John Ittner, Andy Miller and Jeff Petersen.

Meeting called to order at 3:45 PM.

Discussion Topics:

Advocacy involvement: Adventure Challenge: Damion Miller and Jeff Petersen participated in the Adventure Challenge. This is the first time the group was able to participate and they stopped by a number of booths, and made great contacts.

Contacts: Tana Bader Inglima will set aside a booth for 3 Rivers Bicycle Coalition next year in a prime location on the Kennewick side, providing we are ready. A contract will have to be approved and signed by the board.

Tana is involved with River Shore Enhancement through the Port of Kennewick. Tana was formerly with the Visitor Convention Bureau. She is busy now, but she would like to be in contact with us in November.

Chinook Cycling Club: Presentation made by 3RBC and the topic of defining routes was discussed.

KVEW: September 20, 2010 Tim Frederickson and Jeff Petersen presented the Sustainable and Livable Communities Forum representing the 3RBC, which gave the group exposure.

Bicycle Advocacy: David Berkowitz: in regard to the *Adventure Challenge*. He didn't have the exact number of participants, but the day was great and there was a good turnout.

Old Business

Share the Road: Jeff met with Cindy Johnson (Richland City Manager) to discuss how the 3RBC and the City can best work together going forward. Location of signs is going well. Need to follow-up with Steve Stairs.

FaceBook involvement addressed by John: suggested to give "kudos" to the City for the Share the Roads success.

To improve communications between the City of Richland and 3RBC, Cindy gave recommendations to Jeff. Whenever there is a discussion that involves follow-up by the City, the 3RBC should send an email to City summarizing our understanding of the anticipated action by the City.

MOU-Memorandum of Understanding: This is a critical component because 3RBC needs to have all City departments on board with becoming a Bicycle Friendly Community (BFC). **Absent the MOU, the 3RBC will work on individual projects with cities only if it does not interfere with assisting an individual city that has signed the MOU.** The City advised the 3RBC to make a presentation to the City Council, or initially to the Parks & Rec Commission that would include pictures of Share the Road signs and the advantages and disadvantages (risks) of becoming a BFC.

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Share the Road Signs 3RBC needs a quote from the City of Richland for cost of signs for remainder of routes in Richland in order to raise money, and to get corporate and organizations to participate.

Need to look at routes and not just the cities. Need the MOU.

In regard to repaving: are bike lanes being included in the Complete Streets Program? And what is the Complete Streets policy for each individual city?

There was discussion about bicycle lanes versus wide shoulders. If there is enough room on the roads, Richland and Kennewick have been putting in a stripe lane or shoulder lane like the ones on Clearwater, Kellogg, and Union, which are "bikeable." Traffic has increased on Union. Pasco practices were not discussed.

Lee Blvd in Richland doesn't have a bike lane. "No parking signs" will not go up in order to accommodate bike lanes. Fran Rish's parking lot is not large enough to accommodate parking needs, so on-street parking is necessary.

All Share the Road signs are up. The question was brought up regarding the effectiveness of how the Share the Road signs curb accidents and fatalities. Jeff has spoken with Ellen Vanderslice of the Portland Bureau of Transportation, who was the architect for their plan, and she said Bicycle Friendly programs have reduced fatalities in Portland to almost zero.

Steve Stairs with Public Works in Richland says education is an important compliment to the Share the Road signs program. The other methods include, but are not limited to education, LCI (League Certified Instructor) training, and Safe Routes to Schools. When drivers are aware of bicyclists, they are more aware of other motorists and there are usually fewer overall accidents.

501c3: With the 3RBC tax-exempt status approved, John and Jeff signed the new account documents at Gesa. Dr. Kate Perry will send letters to Don Hart and to Beverly Webber of United Way to ask permission to transfer remaining funds of \$900, from the mortgage burning party. A donation was made by Marge and Jeff Petersen toward the start up costs of the organization. So when current available funds are deposited in the bank account, the balance will be slightly over \$1000.

We discussed the issue of having all board members sign Conflict of Interest forms necessary for IRS compliance.

Logo: Approved at the last meeting. The next step is to include this on any electronic communication. Logo can go on shirts and hats when the time comes to have those; along with a "catch phrase."

Value and timing of incorporating logo on a shirt:

1. When opportunity presents itself.
2. Have logo visible at events.
3. Wait until there is money in the bank.
4. Use Atomic Printing or another local business.
5. Need 30 days lead time.
6. Larger volume of order will reduce cost from \$11 per shirt to \$7.
7. Wait until next project and master budget proposal.

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Educational Campaign Pamphlets: John Ittner saw in the PDF version of a pamphlet for Alexandria, VA that they had been given permission to use the Pima County graphics. Pima County DOT will share graphics with us, (David Burnham, artist.)

Bookmarks to take to schools. Arizona has "Five Foot" passing law; bumper stickers and brochures with bike maps. Ticketing drivers and bikers helps with awareness.

The Board approved producing both an English and Spanish version of the Share the Roads brochure. Also the Board approved the Bicycle Safety & Repair Guide, both to be funded by sponsorships for the 3RBC. We are now ready to draft 3RBC version of pamphlets. Make it for all four cities. 3RBC *share the road*; uniform manual of traffic ordinances within the cities: RCW allows cities to have ordinances in regard to bicycles, i.e. licensing bikes and helmets.

Get logo graphics on Mark's software program. Budget for pamphlets: John will work on budget. Give booklets away or charge \$1. Also have booklets in Spanish because of Tri-Cities demographics.

Putting sponsors on back of pamphlet would underwrite the cost of booklets: national vendors, bike shops, etc. In order to give away *Share the Road* pamphlet and *Bicycle Safety Repair Guide*, 3 Rivers needs to raise funds and get donations. Offer all bike shops same opportunity to participate with pamphlets with coupons, etc.

LCI Update: Get twelve certified instructors by next spring: John and Damion are certified. Ask REI to provide someone, along with court clubs, Gold's Gym, etc. Remember this is a volunteer program. Damion charges \$150 for Traffic Skills 101. LCI is important to leveraging the program.

Budget: REI and other vendors to help with stewardship for a cohesive plan for 3 Rivers. Education grant from REI, or other possibilities.

Social Networking: Integrating FaceBook: John imbedded the 3RBC FaceBook page on the 3RBC home page. Jeff thanked John for mentioning issue of comments on FaceBook and making them positive and not negative.

Board Member Search: Have two spots open on board. Diversity on board is important, as well as having people who are committed to bicycling. The Board discussed 4 potential candidates currently and beginning next year.

Sustainable Livable Community Forum: Go to website for tickets: \$25 including lunch, 8-5 PM.

New Business

Because meeting was re-scheduled, perhaps a VP can be appointed to run meeting in event Jeff cannot attend.

John is Secretary/Treasurer and co-founder.

Elect a VP - The possible candidate was discussed.

Monday meetings - it was proposed and unanimously approved to move meetings to second Mondays of the month. Next two meetings are October 11, from 3:30-5:00 and November 8, 2010.

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Confirmed for Friday AM, September 24 – State Coordinator for Safe Routes to Schools will be in town. For year 2010 \$500k in grant money was awarded to 35 WA school districts. No monies went to Benton/Franklin schools. Carleen made calls to city of Pasco and school districts, and Dawn Adams will get the word out for Kennewick. Two board members with Richland school board have been contacted. Emailed Principal of Badger Mt. Elementary, which received monies in the past, not from the same grant program.

Bicycle Alliance of WA advised there might be interim money available if a school was awarded in the past. Grant money comes from Fed. Government administered through the state.

The main presenters were Barb Culp, Executive Director, Bicycle Alliance of WA, and Charlotte Claybrook, the Director of the Safe Routes to School Program, WA Dept. of Transportation.

Adventure Challenge: Topic was covered earlier. We will participate next year.

Inland Empire Century: This was the 30th year. Tri-City Bicycle Club has run it since 1980, but it has been run by Kiwanis the past 3 years.

Per IRS: a 501(c)(7) cannot derive more than 35% of gross revenue from non-members, which is the main reason that TCBC turned operation of the event over to a 501(c)(3) charity. Group Health contributed \$3000 a year beginning in 2006. They are a visible entity.

Kiwanis is managing the IEC; TC Bike Club is supporting it. The hope is that more people may join TC Bike club as more people join in on the roads; however, the club is shrinking. The 3RBC voted unanimously to approve partnering with Kiwanis to support the event beginning in 2011.

Local hotels love the bike events. Last year more than 60 rooms were sold; perhaps 100 rooms this year were sold.

Need SAG vehicle drivers that patrol the route. (Support and Gear). This is where 3RBC can provide crucial support.

Meeting was adjourned.

The next meeting will be November 8, 3:30-5:00 at Petersen-Hastings.

Respectfully Submitted

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John Ittner, Secretary/Treasurer