

WBWC

January 2016 Board of Directors Retreat

January 9, 2015, 10:00 a.m.

The Ecology Center, 339 E. Liberty, Suite 300, Ann Arbor, MI

FINAL MINUTES

Call to Order:

Pete called the meeting to order at:	10:10
Board Members Present:	Peter Houk Tracy Beeson Erica Briggs Barbara Lucas Bob Krzewinski Larry Deck Markus Nee
Board Members Absent:	Robert Gordon
Board Members Added:	David Shinabarger
Others Attending:	Ian Ogden (Common Cycle)

Adoption of Agenda:

Larry moved to adopt the agenda. Erica seconded. **Motion passed 7-0. Agenda adopted.**

Communication from the Chair:

1. Pete reviewed the WBWC's mission statement. To make Washtenaw County a national leader in bicycling and walking by improving facilities, policies, and community support through advocacy and education.
2. Pete reviewed 2015 accomplishments:
 - a. sidewalk improvements
 - b. Border to Border Trail improvements and new connections
 - c. WBWC priority projects
 - d. Ann Arbor City Council resolved to accept Pedestrian Task Force Report and Vision Zero
 - e. new website
 - f. creation of Bicycle Advisory Council

Secretary's Report:

1. December Minutes - Bob moved to approve the October 2015 Board meeting minutes, with two corrections. Larry seconded. **Motion passed 7-0, December 2015 Minutes approved as corrected.**

Treasurer's Report:

1. Robert is absent. Peter reviewed treasurer's report. Erica moved to accept, Bob seconded. **Motion passed 7-0, Treasurer's Report adopted.**
2. Bob brought up that according to the bylaws, currently only chair and co-chair can write checks, not the treasurer. We need to figure out if we want to change it, or be compliant from here on out.

Nominating Committee:

1. New Board member - Pete nominated David Shinabarger to the Board. Larry moved to appoint, Erica seconded. **Motion passed 7-0, David Shinabarger appointed to the WBWC Board.**

New Topics:

1. PEAC Banquet - The Program To Educate All Cyclists (PEAC) is having their first annual Everyone Can Ride Award Dinner on Friday, January 29th, 6pm, at the U of M Michigan League, and is looking for sponsors. Bob moved to spend \$250 for WBWC to participate at a Bronze Level Sponsorship level. Barbara seconded. **Motion passed 8-0, WBWC will sponsor PEAC for \$250.** Bob will coordinate dinner attendance.

2016 Campaign Planning:

Peter proposed that we focus on two campaigns for 2016:

1. Vision Zero - There is momentum from the City Council decision and Pedestrian Safety Task Force, which can be built on by encouraging nearby communities (Pittsfield, Ypsilanti, etc.) to do the same thing, and encouraging Ann Arbor to follow through.
 - a. review- vz components fact sheet
 - b. goal- work with city council to have an action plan, get better process for analyzing traffic safety issues (data driven), need transparent reporting on in-depth analysis that city and county engineering and public safety departments are doing.
2. LAB Bicycle Friendly Platinum community - Peter would like WBWC to look at which of aspects of Platinum status we could achieve this year.
 - a. signature events - need more publicly visible cycling events; need to make existing events publicly visible and accessible.
 - b. advocacy group - already started with the Bicycle Advisory Council.

Barbara brought up a review of mission statement, and if it needs updating.

David brought up how to make these goals quantifiable. Apply for and get LAB gold level by a certain date? Should we push harder than what we could reasonably achieve? Push for platinum to get gold? How did Madison WI do it? Erica suggested we help Eli Cooper get projects on the budget for this spring?

2016 Committee Planning:

Government Relations Committee

Barbara suggested adding “advocate against use of 85th percentile method” to the list of committee objectives. Larry suggested adding “improve crash analysis process in Ann Arbor and Ypsilanti and countywide. Barbara suggest changing “Transportation Commission” to “Transportation Systems Commission”. Bob can bring up “Vision Zero resolution in Pittsfield and Ypsilanti” to the Ypsilanti Non-Motorized Committee. **Robert is committee chair.** Erica volunteers to share chair responsibility with Robert. **Erica added as co-chair.**

Projects Committee

campus to campus bikeway project - bike between central and north campus, discussion about bike share limitations and improvements, e-bike focus group Larry will go.

Education Committee

Tracy volunteered to be a member. **Barbara is committee chair.** Peter would like WBWC events have coherent educational messages for public attendees. Barbara suggested adding “WBWC outreach materials” to objectives.

Tracy recommended a humorous approach to education, like the Bangor, ME Police Department’s Facebook page. UM Urban Planning aims to connect with advocacy groups, which would be a good contact for the Education Committee. Markus recommended Education Committee contact Al McWilliams/QuackMedia for advertising needs.

Tracy suggested making Bike to School Day more accessible, with full family involvement.

Budget for flyers and supplies TBD; budget to include national speakers?

Communications Committee

Bob is committee chair. David added as member. David suggested adding “Manage social media accounts” to committee objectives. Focuses: engage new members, specific calls to action, increase transparency. **Budget - \$200** (\$125 for Wix web hosting).

There was a side conversation about custom safety vests and other WBWC merchandise; added "WBWC Apparel" to education committee objectives.

Membership Committee

Erica is committee chair. Objectives: 100(+) members total for 2016. Peter suggested figuring out how to better handle organizational memberships (reciprocal process?). Peter proposed streamlining membership process, for example limiting membership payments to Paypal only? Barbara proposed new membership options (lifetime, or multi-year). **Budget - \$200** reimbursement for mailings, stamps, etc.

Bicycle Advisory Council

- TBD, objectives will come out of first meeting of council.

Nominating Committee

Objective: Peter suggested WBWC needs Board members that represent areas outside of Ann Arbor. **Budget - \$500** for annual meeting

Barbara had to leave at 12:20.

2016 Officer Planning:

Board Chair - formalize a strategic plan.

Secretary - Added objectives: organize file repository, review security procedures, accounts. Make Google calendar for internal Board events and schedules.

Treasurer - monthly treasury reports and budget tracking. Erica suggested adding "File tax info" and "Renew insurance" to objectives.

Break for lunch at 12:25. Reconvened at 12:59.

Potential new projects:

1. Bike lights/visibility project- Ian, Nancy Shore, and Pete had previously discussed via phone. Possible collaboration between WBWC, Common Cycle, and GetDowntown. Crowdfunding campaign to buy a cache of lights to give away at events and at Common Cycle mobile repair stands. Erica suggested working with organizations like Delonis Center or low income housing to get lights to people who can't afford them. Peter and Tracy also suggested looking into reflective

materials for passive visibility, such as spoke reflectors and Scotchlite tape. Use existing events like WBWC bike parking, and Common Cycle repair clinics. Erica proposes WBWC also help fund this project: WBWC helps with publicity, Common Cycle does installation.

2. "Bikes vs Cars" movie hosted by Fraser Bicycle at the Michigan Theater - We could talk about current infrastructure projects and goals, and education for good safety habits. Recruitment opportunity - process WBWC membership signups at the event. WBWC decided not to participate in the event promoters fundraising program. Board Chair will address the audience. Peter suggested the message "We can't build our way out of congestion. We want to be part of the solution for moving people with cycling being part of the options."

2016 Event Planning:

Peter proposed a change to how we do events.

Currently WBWC participates in community events organized by other groups with other missions, but does not directly host any public events.

Proposed change:

- Participate in fewer events but make them more effective.
- Make sure events directly support a WBWC objective, and have a specific educational message for each event. Designate event chair and co-chair, assign roles and responsibilities.

Review of current events:

- April - Earth Day, put on by City of Ann Arbor at Leslie Science Center, WBWC does bike valet parking.
- May - Bike to Work Day- organized by Get Downtown program, WBWC has one of the aid stations.
- June - Green Fair - hosted by Mayor's office. WBWC has booth.
- July - Huron River Day - hosted by City of Ann Arbor, WBWC does bike valet parking.
- July - Top of the Park - WBWC does bike valet parking at bike night (weekly for a total of 4 times).
- Aug - Ypsi Heritage Festival - WBWC does valet bike parking.

Focusing on fewer events should give capacity for a WBWC signature event of some kind. Full Border-to-Border Trail ride? Close down sections of road to link the missing sections of the Trail? Need to get the scope of what the event will be. Peter proposed forming a new committee for events, and put David in charge of it.

Goals: Find new members, get people involved, educate people (cold weather, night riding, riding with kids, traffic safety, cyclist/pedestrian interaction, etc). Bob added "riding in traffic" as education goal (via RAT rides). Tracy brought up question if valet parking only gets an audience of existing cyclists, rather than people who are new. Erica responded that parking provides an incentive to ride to events. If audience is existing cyclists, perhaps focus on campaign and advocacy participation,

instead of education. Peter asked if a goal should be to get people who otherwise wouldn't ride to ride their bikes to the event. Give away maps, books? Lights?

Collaboration: Peter would like to get retail partners and other organizations involved and working on the same aspects of our missions. Work with event staff to place WBWC and partners in the same area. Plan ahead to have multiple organizations ready to talk about and show same topics.

Erica suggested possibly asking the City of Ann Arbor to take over bike valet parking at events? Tracy suggested limiting to 5 events, and having a topic tailored to the event.

Determine list of Event tasks: Which events? Who is chair (interacts with organizer, and other partners)? What is topic?

2016 WBWC Calendar of Events:

- **Ride to Work Day (May) - David and Erica**
- **Green Fair (June) - Peter and Tracy**
- **Huron River Day (July) - Markus and Erica**
- **Ypsilanti Heritage Festival (August) - Bob - pending discussion with Bike Ypsi**
- **Signature Bicycle Event (TBD)**
- *Top of the Park (July) - possibly Bike Advisory Committee? Get other groups to take over?*

Ideas for events outside AA:

Park Ridge Community Festival
Saline community event
Hudson Mills bike/run

Ideas for events outside the summer:

Winter Bike-to-Work day for Conquer the Cold commuter challenge.

One more thing...

Larry talked about a meeting with the Ecology Center to work together on non-motorized transportation issues, and also asked everyone to take another look at the park plan.

Tracy completed "influencer training" via Vital Smarts, about how to influence large masses of people. Would like opportunity to teach rest of the Board the "influencer model". Peter will add it to the agenda for the next Board meeting.

Adjournment:

Larry moved to adjourn. Markus seconded. **Motion passed unanimously. Meeting adjourned at 15:17.**