

WBWC Board Meeting Minutes

April 2021

April 7, 2021, 7pm

Virtual Meeting

Board Members Present

Valerie Shinabarger

Matt Catanzarite

Larry Deck

Seth Peterson

Fred Feng

William Van Geest

Robert Gordon

Jaime Magiera

Bradley Parsons

Guests Present

Jeff Gaynor

Scott Franz

Kai Le

Adopted Agenda

Meeting called to order

- review mission statement

Items from the Chair

Director Reports

1. Secretary: Adopt March Minutes
 2. Treasurer: Review of Financial Report
-

Public Comment

Crosswalks on Stone School between Eisenhower and 94 are currently problematic for pedestrians

Praise for DDA healthy streets and protected bike lanes

First quarter of 2021 Check in

1. Review progress on [2021 Work Plan](#)
 - strong desire to work on rebrand in coordination with 20 year anniversary
-

Communications Committee updates:

New volunteers contributing to Social Media, going great so far!

Testing the Instagram waters? Pros - pretty widely used, allows for different content; cons - need to be managed and learn techniques in addition to all other socials ([article on social media use](#))

Concentrate Ann Arbor Article - very positive perspective, getting a great plug for WBWC

Soliciting effort for information about 20 year anniversary
- Barbra Lucas publicity on WEMU opportunity

How can we monitor agendas for various meetings in an effort to stay ahead of trending issues?
Ideally all municipalities and commissions would be included

Board Development Committee updates

Great Starting point, continue discussion, particularly regarding financial contributions requirement

Healthy Streets Committee updates

No Broadway bridge treatment
Align efforts with master plan to expand network
Our effort might be to encourage funding from City Council
*Follow the Ypsilanti healthy streets effort!

Packard Bikeway Committee updates

Having problems getting bike lanes included in township areas, however some of the worst parts of the corridor are between Eisenhower split and 23

Public Outreach Committee updates

Print ads and billboards not financially feasible, possibly an observer ad for 20th anniversary
Rebranding name change, and graphic refresh, move away from car sign logo, might also want to keep something similar for continuity with a name change
(September decision)

Volunteer Recruitment updates

Post to volunteer [calendar](#) for opportunities, potential for assistance with combing through agendas

Ann Arbor September Bike-to-Work Day Event - 9/17/21

Jaime will lead WBWC effort, day of event mostly

Meeting Updates:

Ann Arbor 2030 District - Larry interviewed about the organization, could be something we end up sharing

Next Transportation commission meeting 4/20 - will review the transportation master plan update

New Business (Items not listed on the agenda)

Ann Arbor Bike Parking effort - Larry has drafted an email to send to membership, Jaime will act as a liaison to provide feedback. The best effort might just be to build a relationship with council members willing to take on the effort.

Sierra Club/HVG collaboration - project showcasing outdoor recreation opportunities walk /bike in Ann Arbor emphasizing natural features. WBWC providing routes/paths of low stress to natural features.

Future Ann Arbor Priorities

More Safe Streets type experiments

Determine where best practices can be put into place

Further completion of priority project map initiatives including B2B etc...

Involve student groups to build campus connectivity initiatives

New A2 Council -

 "20 is plenty" campaign - Enforcement?

 concerted effort to design an actual low stress bike network, wayfinding

Winter season sidewalk clearing

Added crosswalks new obvious location and between crosswalk gaps

Transportation Master Plan involvement

Action Items determined during meeting:

- Everyone
 - Meet with your committee(s) or at least have some email threads/google doc sharing going on
 - Share with Volunteer Outreach Committee any small or big tasks you'd like a volunteer to do/assist with
 - If you are interested/know anyone interested-- the Transportation Commission has applications open and the Ann Arbor School Board has space on its Environmental Sustainability Task Force (contact Jeff Gaynor if interested).
- Larry
 - Give Jaime information on Sept Bike to Work Day
 - Look over BOA statements with Robert and Valerie
 - Talk with Brad about the Transportation Commission meeting April 20th and any steps WBWC may want to take to address the transportation plan
 - Give bio and photo to Valerie for board orientation packet
 - Connect with Jaime about sending out the bike parking email
- Brad
 - Talk with Larry about the Transportation Commission meeting April 20th and any steps WBWC may want to take to address the transportation plan
- Robert
 - Prepare proposal for 2021 gifts
 - Add Paypal fees to future financial reports
 - Give bio and photo to Valerie for board orientation packet
 - Send BOA statements to Larry and Valerie
 - Continue to monitor for any communications from the IRS on our tax exempt status
- Jaime

- Give bio and photo to Valerie for board orientation packet
- Get information from Larry on the Sept bike to work day event
- Contact with those interested about the joint HVG/WBWC project
- Connect with Larry about sending out the bike parking email
- Matt
 - Continue to monitor for any communications from the IRS on our tax exempt status
 - Give bio and photo to Valerie for board orientation packet
- Valerie
 - Look over BOA statements with Larry and Robert
 - Add action items to April minutes
 - send email addresses to new volunteers
 - Meet with volunteer outreach committee to find a project for Kai
 - Follow up with Tim Athan about WBWC History
 - Continue work on board member orientation packet
- Seth
 - Meet with volunteer outreach committee to find a project for Kai
- William
 - Keep rocking and rolling with orienting Scott and Jeff
 - Meet with volunteer outreach committee to find a project for Kai
 - Explore with comms committee possibility of starting WBWC instagram account
 - Explore how to monitor local agendas to stay ahead of trending issues

And for reference, previous action items that might still be outstanding:

- Larry:
 - connect with Ken Clark and CM Erica Briggs on possible next steps for exploring covered bike parking in city of AZ
- Brad:
 - reach out to Victoria Green to see if she's interested in joining the board
- Robert
 - sign and return conflict of interest agreement
- Jaime:
 - sign and return conflict of interest agreement