

# **Bike Delaware Officers' Conference Call Minutes**

**April 6, 2010**

**Called to Order: 6:07 PM**

Present

Drew Knox—President  
Caroline Honse—Vice President  
Frank Warnock—Publicity Chair  
Carol Ireland—Treasurer  
Maria Wilburn—Secretary  
Trevor Booz  
Heather Dunigan  
James Wilson

## **Treasurer's Report**

- Expenditures exceed incoming funds
- How will pizza be funded when not funded by BCGP?
  - Donations will be accepted from attendees

## **National Bike Summit Recap and ACT**

- Good experience; great break-out sessions
- Highlight: productive lobbying day
  - Largest Delaware delegation in history of summit, with 7 attendees. Thanks to Amy Wilburn, James Wilson, Drew Knox, Frank Warnock, Mark Chura, Mark Loch, Jim Ireland, and Kevin Mills for a great job.
  - Discussed national level bills with Carper
  - Castle appeared very supportive; the only barrier foreseen is partisan pressure
- James Wilson gave the main pitch for ACT
  - Bill introduced in March as HR 4722
  - Currently: around 30 Democratic co-sponsors, but no Republican co-sponsors
  - Presented a cost-benefit analysis
    - Bill calls for \$2 billion investment, but should pay for itself long-term
- Follow-up meeting with Castle on Monday, April 5<sup>th</sup>.
  - Did not promise to co-sponsor, but to co-host a briefing for Republican staffers
    - Will use budget analysis at the briefing
- Lobbying team is not giving up on co-sponsorship
  - Castle's office has invested a lot of time and money to meet about this topic
  - Rails-to-Trails will update the cost-benefit analysis and an argument that will appeal to Republicans
  - Will need to remind Castle of their support without pushing
    - Consult Marianne Fowler for tips
  - If passed, considered the biggest bicycle legislation item since Transportation Enhancement

## **Website and Publicity Update**

- Branching out to various media, including Facebook and Twitter
  - Facebook and Twitter were set up to be self-sustaining by John Boyle
  - Caroline will contact John for a password to be shared with the officers so personal updates can be posted periodically
- How to publicize Elderberry rides
  - News item
  - Listed on its own page (tab at left, labeled “Elderberry”)
  - Rides listed on the events page (cross-reference)
  - Hyperlinked logo on main page
- The original draft of the Bike DE logo is AWOL; Carol will attempt to find the file.
- Obtaining more volunteer involvement may be achieved with a list of small, concrete tasks for people to sign up for

### **Delaware Bike Summit**

- Saturday, May 21<sup>st</sup>
- 80-90 registered in the first week; over 100 currently registered
- May coordinate group rides into Wilmington from various surrounding locations
- Low sponsorship response this year
  - May need to encourage donations at registration on the day of
  - Need \$7,000-8,000; have \$3,000 in hand and \$1,000 committed
- Bike Delaware will have a table and will need participants to attend to the table
  - Drew will email last year’s PowerPoint presentation to Caroline for updating
  - Audience is only approximately 50% cyclists (based on last year’s numbers)
- Bike Delaware is the official sponsor of the lunch-hour brainstorming session
  - Theme: how do individuals, and how can more get involved in advocacy?
  - There will be a sign-in sheet for each session
  - Drew and Carol will finalize a framework and materials for leading the session
  - Questions to present to the audience
    - Icebreaker: what have you done so far?
    - What are the top priorities in Delaware?
    - How can you be involved?
  - Each table will come to a consensus and record answers
  - Time allowing, each group will report top 2 goals.
  - Frank and Caroline will compile written feedback and follow up on discussions
  - Individuals will be able to give feedback on the post-Summit survey.

### **Newark Events**

#### *Painting Newark Green—April 19*

- Bike Delaware will be given a part of one table
- Materials will include
  - Banner
  - Brochures
  - Elderberry Bikes flyers
  - Promotional cards
  - Delaware Bike Summit flyers

- Newark Bike Committee flyers
- General information and safety pamphlets
- Heather will put together a packet including Summit flyers and general pamphlets
- Caroline will be at the event with Elderberry brochures
- Frank will bring remaining materials

#### *Newark Nite—June 5*

- Painting Newark Green event should give a better idea of what works
- Work out details at the next meeting, June 1

#### *Ride of Silence—May 19*

- Obtain more publicity with UD?
- Frank will get it on the website
- Ted Ryser with WCBC is coordinating
- Carol will contact Ted about obtaining the UBP ghost bike and better publicity ahead of the event

### **Complete Streets**

- Carol and other advocates met with Anthony Aglio to come up with a list of projects in which Anthony could still have input
  - Try to get bike lanes or markings in the final stages of some projects
  - Limestone N. of Milltown
    - Only route into Hockessin
    - Southbound shoulder squeezed by a guardrail
    - If bike lanes are not possible, get lanes moved over enough to get a small shoulder on both sides
    - Road bed under pavement must be structurally designed for a through lane (not common)
  - 896 to PA line and 273 to MD line
- List of pave and rehab projects also obtained for similar purposes

### **Elderberry Rides**

- Newark Senior Center is posting advertisements
  - Also contacting other senior centers
- Getting Big Brother/Big Sister programs and families involved
- Putting together liability waivers and incident reports
- 1<sup>st</sup> ride: Saturday, May 8<sup>th</sup> at 10 AM
- Frank will publish rides on BDE website where registrants can sign up for an emailing list.
- RSVP will be achieved for now by replying to ride announcements by email.
- Frank will publish it as a news item.
- Carol will have a blurb put in the May Tailwind; Drew will get it on the DVBC website
- Loaner bikes will be obtained from UBP and most likely housed in the Newark Senior Center

- May need to obtain insurance
  - Caroline is hoping for co-sponsors like the Newark Senior Center to provide insurance
  - Bike club members are covered if they sign the waiver under the name of their club.

### **Grant Possibilities**

- 8 local grants, only for Delaware, may fund Elderberry insurance and supplies
  - Borkee-Hagley Foundation
  - AstraZeneca Pharmaceuticals Corporate Giving Program (includes volunteers)
  - Welfare Foundation
  - Marmot Foundation
  - Fairplay Foundation
  - Crestlea Foundation
  - Crystal Trust Foundation
  - David and Lucille Packard Foundation
- Caroline will also contact Nemours

### **New business items**

- I-95 toll updates
  - Will cause 500-day project
  - 30% of traffic is expected to be diverted through Newark
  - May extend turn lanes on Elkton and Rt. 4 to accommodate extra traffic
- An additional meeting will be scheduled via email to discuss 2010 goals

**Meeting Adjourned: 7:57 PM**

**Next meeting scheduled for Tuesday, April 6, 2010 at 6 PM**