

Bike Delaware General Meeting Minutes

April 07, 2009

Called to Order: 6:15 PM

Present

Frank Warnock—President
Maria Wilburn—Secretary
Sally Humphrey
John Boyle
Heather Dunigan
Phil Woods
Dusty Burchnale
Jim Ireland

Conference Call

Drew Knox—Vice President
Carol Ireland—Treasurer

President's Report

Incorporation

- Bike Delaware will apply for incorporation and non-profit status simultaneously
- Still looking for volunteer help or pro-bono guidance from a lawyer
- Sally has agreed to ask around at Delaware Greenways

Sponsorship Requirements

- Sussex Cyclists want to know what the minimum donation level is for sponsorship.
- What does sponsorship mean?
 - What do we have to offer for higher sponsorship levels?
 - ♦ Promotional items (t-shirts, stickers...?)
 - ♦ Publicize their events on our website?
 - Should we have separate donation levels for corporate vs non-profit sponsors?
 - Most at the meeting were in favor of the title “supporters” instead of “sponsors”
 - Should include organizations who support us in other ways
 - ♦ BCGP hosts the yahoo group, provides pizza, and manages our donations
 - ♦ WILMAPCO provides the location
 - Officers will initiate an email dialogue regarding these considerations.

New Policies

- Frank and Maria briefed attendees on the two new policies
 - Maximum individual expenditures without executive committee approval
 - Acceptance of contingent donations
- The policies may be revisited as funding increases (particularly the policy on expenditures)
- Carol has posted the policies on the yahoo page.

Banner and Promotional Materials

- The banner and promotional cards have been published and were presented.
- Promotion at bicycling events

- Frank will cover WCBC rides: Shorefire, Savage, and possibly the Double-Cross
- Hope to look into:
 - ♦ Earth Day events
 - ♦ Sussex Cyclists events (eg, their Safety Checks)
 - ♦ Other free events
- Hope to work on:
 - ♦ A self-contained kit for event tables
 - ♦ Goals for promotion at events and a means of measuring success (eg., number of people signed up on a member sign-up sheet)
- Heather has offered to print posters or handouts for the Bike Summit
- Something tangible for people to take away, i.e., a one-page handout summarizing the primary issues.

Website

- May need to identify Bike DE and its goals more clearly on the homepage
- Suggestions for additions to the website:
 - “Commuter spotlight” or a “constituent spotlight” page
 - Feature a “hot issue” each month to get people to take action
- John and Dusty suggested having more hot topics featured directly on the homepage
- May want to use Constant Contact or a similar service
 - Makes it easier for members to take actions with one click
 - Allows user to set up template emails and regular postings
- Dusty’s Fish2 web design group may be a good resource. Frank and Dusty will begin a dialogue about how Fish2 could help us.
- Need communications beyond the list server to involve people: an e-newsletter?
- Sally has offered to help with communications.

Current Issues

- Frank asked that people continue to suggest potential liaisons.
- Rt. 52/82 intersection
 - Expansion and addition of left-turning lanes are proposed for the intersection.
 - PLEASE make comments online and support the design that includes bike lanes
- MD SHA rumble strip guidelines—finalization still in progress as of a few weeks ago
- Budget cuts
 - In response to comments by Darrell Cole that shoulder maintenance could be cut, Bike DE sent out a call for action
 - Anthony Aglio does not make the decisions and needs our support to fight cuts.
 - Send a letter to Secretary Carol Ann Wicks asking for policy clarification
 - ♦ The comment may have come directly from finance, not policy
 - ♦ John will write the letter. Maria will send him a reminder to do so.
 - Only if policies confirm this potential cut should we move to write legislators.
- Rt. 72 MUP
 - Recap: one block of the existing section of MUP near the I-95 overpass on Rt. 72, S. Chapel Street, was replaced with sidewalk.
 - Cyclists are not legally allowed on sidewalks, making this a serious set-back.
 - Cyclists are asking DelDOT to revert this back to a paved MUP and to expand the current 5-foot width by 3 feet.
- HB40
 - Prohibition of hand-held cell phone use while driving (as a primary offense)
 - Past proposals have been rejected at least once or twice by legislators

- Please appeal to legislators for support.
- Coons' comments about Greenways Stimulus money
 - Chris Coons was interviewed saying that he would choose to divert Greenways stimulus money toward expanding firefighting and police forces if he could.
 - Firefighting and police forces do not qualify for the stimulus money in question.
 - May have been misinterpreted
 - He has taken back his comments and apologized for comments after being contacted by Jeff Butcher and others
 - On April 24, the Greenways executive committee will meet with Coons, Bob Weiner, and others. Sally will ensure this topic is mentioned in discussion.
- Ride of Silence Publicity
 - It was agreed that this would not be an appropriate venue for a Bike DE promotional table.
 - How can the Ride of Silence be better publicized and advertised?
 - ♦ "ghost bikes" pulled on bike trailers
 - ♦ Ask UBP if they have a trailer and could attend and haul the ghost bike.
 - ♦ News Journal Press Release? (Dave Bigsby has never had success getting coverage in the past)
 - ♦ Heather has offered to help with the Press Release if ride organizers are on board with the idea.
 - ♦ Sally will send names of News Journal contacts.
 - ♦ Phil will send names of some TV contacts.
 - How BCGP organizes and plans their ride:
 - ♦ About 3 months of planning
 - ♦ Contacts families of victims
 - ♦ Holds a commemorative ceremony and reads names of the victims.
 - ACTION POINT
 - ♦ Contact Brian of UBP
 - ♦ Send a notice to the list server asking for volunteers to work with organizers and help publicize the ride

Introduction of the Vice President

- Drew agreed to fill the vacant spot of Vice President
 - DVBC member
 - Member of a few bike clubs and became interested in advocacy
 - North Wilmington resident

Other Considerations: forming subcommittees

- Potential work for subcommittees:
 - Help needed with marketing, communications and web design
 - Legislation and lobbying requires a lot of work to be done right and could be tackled with a specialized committee (eg, lobbying for HB40)
 - Events planning (eg, helping organize publicity for the Ride of Silence)
- Subcommittees would meet separately and come to meetings with reports summarizing their activity; this would help meetings run more smoothly.
- We could include a subcommittee sign-up on sign-up sheets at event tables
- ACTION POINT
 - Executive committee: form a short list of needed subcommittees
 - Appeal to the list server for volunteers to be on the subcommittees

- ♦ Maria will gather updates from constituent organizations and post a report of recent activity and events on the yahoo groups page to supplement these minutes.

Meeting Adjourned: 7:30 PM

Next meeting scheduled for Tuesday, June 2, 2009 at 6 PM

Supplemental Report of Relevant Activity

As of: April 13, 2009

WILMAPCO Update

- Posted on the DelDOT website: finalized first draft of Stimulus projects
 - Includes both NCCo Industrial Track and Mill Creek Greenways trails
 - Also includes a list of paving/rehab projects
- PLEASE visit the site and check the paving/rehab projects
 - Push to have shoulders and MUP maintenance included in rehabilitation projects
 - ♦ Rt. 4 is already out to bid—too late for this one
 - ♦ But Rt. 72 is still under consideration: please push for rehab and expansion of this MUP.
- Website: www.delDOT.gov

DBC Update

- Purchased a new tricycle for the Delaware Autistic Program
- Partnership with the Office of Highway Safety
 - Share-the-road safety tips and advertisement of bike month
 - ♦ Flyers will be handed out at local bike shops and events
 - ♦ Also will be included as paycheck stuffers for the state of DE
 - Bumper stickers are being handed out (“Keep and eye out for bicyclists”)
 - ♦ Contact the DBC if interested in obtaining some
 - Traffic watch spots and DART bus posters planned for the fall
- Bike friendly businesses initiatives
 - First project is to make the DelDOT building a showcase for other businesses.
 - ♦ Will have five loaner bikes for employees
 - ♦ Will map out safe routes to local restaurants and other attractions
- HB 40
 - The bill is still held up in committee (not gone to vote yet)
 - DBC will write a letter of support pending Markell’s approval
- DE Greenways Connections
 - DBC hopes to partner with them in ensuring safe bike routes will be included in the Barley Mill Plaza redevelopment project.
 - Georgetown to Lewes rail/trail study: a DBC member will be placed on the planning committee for this potential route
 - DBC members may lead rides on the North Delaware Greenway trail.
 - ♦ Amy appeals to Bike DE and/or WCBC for involvement in this
 - Looking into organizing a Greenways Stewards program

- Office of Tourism
 - DBC is working with the Office of Tourism on bike tourism packages
 - Starting with Kent/Sussex
 - To be expanded to NCCo, as well as Maryland and Pennsylvania.
 - Hoping to organize a Delaware Sports Commission to organize sporting events
 - ♦ Hoping for bike events which are inexpensive and easy to put in place.
- Working with Elsmere to get a grant for a bike lane on Rt. 100.

Delaware Bike Summit Update

- Publicity
 - The Rolling Press Conference was a success
 - ♦ Rode from Bethany to Seaford; Seaford to Milford; Milford to Smyrna; Smyrna to Newark; Newark to North Wilmington, making several stops in between.
 - ♦ Major coverage in Dover
 - ♦ Met with The News Journal, WHYY, WDEL, and many, many others
 - Community meetings have been well-covered and generally successful
- Costs and Sponsorship
 - Costs are wrapping up at around \$11,000
 - Approximately \$200 short of costs in donations, as of April 07—will definitely be covered completely
 - Bethany Cycle is the only bike shop that came through for us
 - Excess RemLine money after production of bags: still deciding how to utilize it
 - ♦ T-shirts and water bottles would both likely bring us over the limit
 - ♦ Banners?
- Attendance and Registration
 - Registration deadline is April 20, though a few could still squeeze in after the deadline if spots are not filled up
 - Allowing for 200-300 spots
 - Registered so far: 160
 - Some break-out sessions are less popular than others; hoping not to have to drop any
- Speakers
 - Confirmed: Secretary Carol Ann Wicks, Governor Jack Markell, Senator Tom Carper and/or his transportation advisor
 - Mike Castle is still uncertain
 - Bike Summit planning committee may also contact Stephanie McClellan
- Last planning meeting scheduled for Tuesday, April 14, in the WILMAPCO conference room at 9 AM.

Other Bike DE Updates

- Treasurer's report to be posted on the yahoo groups page
 - Major expenses include promotional cards and website maintenance.
- LAB Affiliation up for consideration by the executive committee.