

Bike Delaware Officers' Conference Call Minutes

July 01, 2009

Called to Order: 7:40 PM

Present

Frank Warnock—President
Carol Ireland—Treasurer
Maria Wilburn—Secretary

Tabling Events

- Double-Cross
 - The timing and location of this event are crucial for publicizing the St. George's Bridge proposal
 - Carol will take charge of Double-Cross coverage.
 - ♦ Request volunteers for 4 2-hour time slots
 - ♦ Materials: sign-up sheets, photo of the St. George's; obtain banner, handouts, cards from Maria
 - Carol will be present at the table from 9:30 until 1:30 or 2.
 - Bringing a draft of the proposal for attendees to sign
 - ♦ A single draft with a signature page
 - ♦ Or several copies for individuals to sign and send themselves
 - ♦ Officers agreed on a single draft with a signature page
 - ♦ Carol will put together this draft
- Shorefire—Frank is in charge of this event
- Brandywine Tour in collaboration with BCGP—Drew appears to be taking charge; other officers will help as needed
- Dover Amish Tour—Frank has sent promo cards directly to Dover to be placed in the goodie bags.
- Hagley Hike/Bike with the DBC—Maria will check the date on this event
 - For later discussion
- Evaluating effectiveness of tabling events as a tactic for publicizing the organization
 - Frank will compare website hits before and after events
 - List server membership can be easily monitored surrounding the events.
 - Shorefire coverage may be reassessed based on the success of the Double-Cross.
 - Overall effectiveness of tables to be evaluated based on results of summer events (Double-Cross, Shorefire, Amish Tour, Brandywine Tour, possibly Hagley)
- If tables are not effective, officers will brainstorm more ideas for publicizing Bike DE
 - Leave cards in bike shops? Libraries?
- Materials
 - Keep status quo for now
 - Some materials will change based on current events (eg, St. George's proposal)

Incorporation

- Officers agree to hold out a little longer for a lawyer's help
 - Maria will send an email to Sally for an update on the lawyer search

Bike DE News (E-Newsletter)

- Frank has been waiting to collect 2-3 news items before sending newsletters
- Frank will send out another newsletter tonight including
 - Passing of the 3-ft passing law by the Senate
 - A thank-you to Bob Wheeler for an enlarged picture of the St. George's Bridge
- Requests for table volunteers will be made in the newsletter if event tabling is successful and is to be continued

C&D Canal

- No response letters have been received yet
- No money has been appropriated yet for the additional expenses of this proposal
- Bike DE will send a follow-up letter to Carol Ann Wicks in 2-3 weeks
 - Who makes the final decision and when?
 - What happened to the stimulus money, and why is there no funding for this proposal?
 - Which project would include this improvement?
 - ♦ Three projects currently listed for the bridge include road rehabilitation, bridge work (deck maintenance), and equipment purchases
 - Details will be discussed later
 - The letter can be sent out concurrently with the Double-Cross petition

Website

- Instead of commuter spotlight, Frank plans to include a link to the DelDOT bicycling blog on the Bike DE website or imbed it directly on the Bike DE page.
- Frank will include a page on the website that features a "photo of the week/month"
 - This will be open to all members for photo submission
- Frank will include wording from a Wall Street Journal article in the Transportation Bill on the webpage.

General Meeting Times

- Should the meetings be moved to 7:00 to allow more people to make it after work?
 - To be included on the agenda for the next general meeting
 - Officers will bring up this possibility with Heather after the next meeting

Meeting Adjourned: 8:32 PM

Next conference call scheduled for Tuesday, July 28, 2009 at 8 PM