

Apr. 3, 2012 Bike Delaware Meeting Minutes

– Submitted by Carol Ireland

Action Items:

- Chris – Continue working on the idea of a pizza ride
- Chris – work with Dusty on jersey design
- Carol – contact Marty Lessner re: the idea of a bike ride on Rt. 1
- Drew – post Interim Report on Advocacy Advance grant in Google Docs
- Angela, Drew & Chris – Email communication to founding members regarding membership renewal
- Drew --- send letter supporting Longhurst legislation
- All – contact James if you can help with tasks related to the 4/26 event

Drew Knox called the meeting to order at 6:05 pm. In attendance were Drew Knox, Bill Osborne, Carol Ireland, Angela Cunneely, Frank Warnock, John Hollis (by phone) and Suzanne Swift (by phone) on the Board, Executive Director James Wilson, and members John Bare, Heather Dunigan, and Bobbi Britton.

The minutes from the March meeting were approved as written.

Suzanne Swift gave the Treasurer report. The Bike Delaware account balance is \$5733. The net gain from the Feb-Mar. membership events was approximately \$200. James requested approval for several expenditures related to the Apr. 26 advocacy event (e.g. \$200 caterer deposit, \$25 to the civic league, up to \$2500 to caterer, \$375 for Biggs). He expects various sponsors will offset most or even all of these expenses. As a general principle regarding financial information, John Hollis emphasized the importance of transparency, especially for grant applications. Suzanne will provide a profit/loss balance sheet each month, which will be posted in Google docs.

We expect to receive the second \$5000 installment from Advocacy Advance through the Bike Coalition of Greater Philadelphia (our fiscal sponsor) any day. Bike DE has submitted their interim report regarding the grant. Drew will put the report in Google docs. We have collected \$7300 of the \$10,000 total needed to match the \$10,000 grant from Advocacy Advance. A phone meeting is planned with Advocacy Advance folks to discuss Bike Delaware's future.

The board agreed that meeting minutes, with summary financial information, will be posted on the Bike DE website after approval. Use of the Hunt calendar was approved for public access to Bike Delaware meetings and advocacy-related events. The cost is \$50 per year. Carol will be the administrator, and all members of the board can add events. Suzanne will use the Bike DE credit card to pay the annual fee.

John Hollis updated the board on plans for the April 26 event. The line-up of speakers has "wow'd" some in government: three members of Markell's cabinet as

well as Markell himself plus other speakers who will provide a national perspective. The event does conflict with some legislator meetings. There is building momentum for biking & walking, with some national attention on Delaware's initiatives. It is particularly important to engage the leadership of the caucuses. The planning committee is considering making t-shirts, as a way to publicize the sponsors. The Pencader Heritage group could be a source of support for the event. James will follow up with Bobbi Britton.

Angela gave a summary of the National Bike Summit which Angela, Frank and James attended. A key focus was women's bicycling, including a first Women's Annual Forum. One learning: women can/should mentor other women interested in bicycling but intimidated by various things. Angela suggested Katie Omberg, Director of Membership for LAB as a speaker to Bike Delaware. The motivational speaker Jason Dyer gave an excellent talk on the differences between Generation X, Y, etc.

Drew provided a draft of the proposed Bike Delaware bike jersey. Feedback included making the colors visible (orange, yellow, lime green), and modifying the wording to "Make Bicycling Safe, Convenient & Fun".

Bill Osborne shared some information about plans for the "fun" fundraising event. Grotto's does not have a presence in Middletown, so Sussex County could be the setting. There is a cupcake company in Newark that could be an alternative to pizza.

Drew Knox asked for volunteers for a search committee for a full-time treasurer. Bill volunteered to be on the committee, and suggested that Leadership Delaware could be a source of candidates.

Regarding outreach, EMS has invited Bike Delaware to staff a table for their Club Days, April 13 and 14. Performance Bike has had membership drive days for WCBC. Perhaps they would do something similar for Bike Delaware.

James Wilson reported that he attended the Jefferson Farms community meeting to solicit support for building an access path from the development to the Industrial Track path. The concept was approved 16-3. James will explore options to obtain the estimated \$10,000 required to complete this project.

Rep. Longhurst has proposed legislation to make bicycling the official state sport. It was agreed that Bike Delaware should formally support the legislation for biking and walking. Drew will write a letter to this effect. It can be emailed to Rep. Longhurst's administrative assistant Lauren Graves (Lauren.Graves@state.de.us).

The meeting was adjourned at 8:15 pm. Our next meeting will be at 6:00 pm on April 3 at WILMAPCO. The May meeting will be hosted by Bill Osborne at Springside Plaza (200 Biddle Avenue, Suite 213, 302-838-7223).