

## **Feb. 25, 2013 - Bike Delaware Meeting Minutes**

*Submitted by Carol Ireland*

Treasurer Bill Osborne called a meeting of the Board to order at 3:15 pm at the Senate Hearing Room, Legislative Hall, Dover. In attendance were board members Bill Osborne, Carol Ireland, Chris Zorger, and John Hollis and Executive Director James Wilson. Bike Delaware members Bob Ruddy (Bike DE IT support), Dick Christopher and Jonathan Kirch (a lobbyist for the American Heart Association) also attended. Unavailable to attend: Drew Knox and John Bare were out of town and Doug Tynan had a conflicting commitment in Wilmington.

This meeting immediately followed the DelDOT Bond Bill Hearing, which many of us attended. Meeting participants discussed some of the history of the DelDOT finances and budget setting. John Hollis mentioned that DNREC has \$3 million in their budget for biking and walking. Bike DE has written a letter asking for \$3 million in the DelDOT budget. James spoke at the hearing asking the legislators to support DelDOT funding for bicycling and walking (as did several other speakers). We might be able to be successful if we link our initiative to health and wellness (where 70 cents on the dollar is spent on largely preventable).

The 2013 Walkable Bikeable Delaware event will be May 1, linked with the annual Legislator's Ride. The goals are:

- Lay the foundation for awareness of the increased benefits for walking and biking .... *for the state legislators*
- Provide the opportunity for cyclists (and walkers) to advocate with their legislators for biking and walking ... *for cyclists and walkers*
- Get press exposure ... new conference before the event, during the event
- Announce the release of an app that people can use to capture their walking & biking distances

Fundraising efforts - John Hollis indicates that donor matched funding is a national trend.

Minutes from the January 8 and January 14 meetings were approved as written.

Bill Osborne, Treasurer, gave the Financial Report. January's Profit & Loss sheet reports a net income of \$ -1108.27. The total assets in WSFS are \$6248.77 as of the end of Jan., 2013. This does not reflect \$859 that is due a former board member for Bike DE expenses. The amounts do not reflect the \$4000 donation received from WCBC, acknowledging Bike Delaware's success with bicycling advocacy. WCBC's generous donation was in part due to the legacy of Bob Wheeler, whose bikes and bike equipment were bequeathed to WCBC. The WCBC Executive Committee wishes are that money from the sale of biking items be spent on bicycle safety and education, consistent with the Bike DE goal, as stated in a letter from Drew Knox to WCBC.

James Wilson gave an Executive Director's report. James summarized several initiatives/projects:

- A meeting between Bike DE representatives and a potential donor organization has been scheduled for later this week
- Volunteers have stepped forward:
  - Bob Ruddy - web support
  - Sally Buttner - Membership
  - Darryl Flaherty - 501c3 filing
  - Lou Rossi - pedestrian/ bicycle fatality data

The Board approved an expenditure of \$400 for James to attend one day of the National Bike Summit, during which Sen. Dave Sokola will be speaking.

Bill Osborne discussed the idea of an advisory committee for Bike DE, and some possible candidates who could be on the advisory committee. The committee would be acknowledged on our website and communications, and they would meet periodically as needed. The Bike DE board would need to keep the advisory committee active and engaged. Discussion will continue.

Bob Ruddy shared the work he's done with the Bike DE website. Bob reported that the software behind the website was in need of updating, which has been done. He has strengthened the connection with the social media. There are still issues with the news digest. Bob feels we should do a better job of marketing Bike DE to individuals. One way to engage people might be to get people to track their mileage and consolidate it on our webpage. "Fit Bit" is one option, with the idea of a partnership with a company. Another option is the RideShare bicycle program, which Bob will look into. Bob feels we have an untapped resource -- the bike shops, and their customers. We should work with them to increase Bike DE awareness and membership.

The board approved the creation of a single Marketing, WebSite & Social Media committee, to be chaired by Bob Ruddy. This results in the merger of the Marketing and Web Site committees, with expanded responsibilities for Social Media.

The board agreed that we should move forward with the Bike Delaware bike jersey, supplied through Chris Zorger. Bob Ruddy and Sally Buttner will create a membership drive/jersey sale process. The board approved the motion to order the minimum jersey order of 50 units provided that at least 30 jerseys are pre-ordered and paid for. Bike Delaware will assume the risk and pay the balance due. The meeting was adjourned 6:10 pm. The next meeting is April 9, at a place TBD.