

HEIGHTS BICYCLE COALITION
BOARD MEETING
August 5, 2014
Lee Road Library

I. CALL TO ORDER

II. ROLL CALL

Attending: Mary Dunbar (President), Debby Riemann Heinen (Vice President), Sarah O'Keefe

(Interim Treasurer), Corrie Holliday (Secretary), Joy Henderson, Brandon Henneman, Rob Heinen, Greg, Brandon Hirokawa

Absent: Akshai Singh, Sam Lapidés

III. MINUTES OF LAST MEETING

Minutes were posted to Google drive with access given to Executive Committee members. Future minutes will be shared with all board members for edits. PDF to be posted to the website

IV. COMMITTEE REPORTS

1. Engineering Committee

Maps

- Have been giving to any recent or new donors;
- Debby has about 150 at home right now.
- City Hall of CH and SH are selling them, Shaker libraries have them as well, as given by Rick through Bike Shaker; CWRU has maps to hand out, Sarah has the remainder of ours - about 150; Mary has some that she has been taking to the Wednesday rides and handing out; Cain Park Bicycle and Cycle Sport Bike SHop bought some to sell - we are selling for - we are liable for sales tax unless sell 6 times or less per year (not based on locations) (i.e. sold to bike shops for pickup on one day equals one occurrence)
- Board proposes minimum suggested donation of \$1 to businesses, who sell for \$2; at events/event table we ask for a suggested donation of \$2; City Hall is only place selling them for
- For reprint, we will added markings for suggested donation of \$2 to be printed on the map

Wayfinding

- Mary called meeting with Mark Lefkowicz on the committee regarding this - signs cost about \$200 each - it's on the lower cost end of signs and City of CH does have in-house sign making capabilities. They suggest starting with a smaller network and expanding over upcoming years. The city is enthusiastic about this idea Lee Rd is highly favored as a bike route.

- Would lead you on residential streets to specific destinations or districts.
 - Can be denoted in time increments (i.e. minutes to ___) or in mileage increments
- Downtown Cleveland has one denoting direction to the Lorain Carnegie Bridge right near Quicken Loans Arena, as an example.
- TAC meeting at end of August - Debby to give presentation on Wayfinding - they are interested in HBC designing the network with recommendations on sign placements
 - Potential workshop in first or second weekend in September to trace routes, assisted by bike map; establish destinations to connect; determine colors and other design
 - Lee Rd Streetscape funding is already put through and plan is finalized so we will not be able to piggyback this project on that.
 - Open the meeting to people who have been on the summer rides

Complete Streets

- When you have both state and federal funding on roads, you have to follow both those guidelines for street development. If a locality has their own guidelines, then they only have to go by their guidelines - easier to get improved pedestrian crossings and bike lanes. Cleveland has a complete streets policy that also includes green considerations, such as wastewater management.
- Mary proposes that we acquire a list of people on the Cuyahoga County council for us to divide up and contact individually regarding a complete streets tool kit. Mary will provide the list to Corrie for inclusion as an amendment to the minutes.

Bike Racks

- Have two remaining that we've been struggling to find a place for.

2. Education and Encouragement Committee

Safe Routes to School

- Acquired \$200,000 for road improvements, \$7000 for bike rodeos and crossing guards, will have a map for each school that will show a 1 mile radius of preferred routes around the school, since that is the area that does not have bus service
 - Jennifer Kusma is interested in taking care of these maps - enough to have a few year supply
 - The city department might be able to produce these
 - Mary referred to Chagrin Falls and Hudson for model maps
 - Parent Teacher Conferences occur mid-November after the end of the first quarter; Open houses typically occur in September

Walk/Bike to School Day

- October 8th
- We should reach out to area private schools to try to involve them

Free Wheelin Wednesday Rides

- Greg will do one more family ride, then the last ride will be the makeup date for the Forest Hill ride from earlier this summer

- We will consider changing these rides to a different day other than Wednesday next year due to the conflict with Wade Oval Wednesdays; could potentially combine with bike tune up or clinic opportunities on Saturdays to make it more cost effective and friendly for families
- Sept 21st is the Heights Community Congress's home and garden tour - Sarah is working with others to try to organize a ride in conjunction with that. Takes place on a Sunday afternoon, cost is around \$25 for the tour

Racing Events/Development on the East Side

- Case kids are going to Slavic Village to train at the Velodrome
- Brandon Hiro - looking into having a criterium (closed course of .85 to 1.5 miles for a group of riders to use for a set amount of time) - Westlake currently has one but it's not a completely closed course. Brandon would like to look into offering those races here in CH at Severance Center since much of the parking lot is unused now that Westlake is gone. It would draw more awareness and riders to the area. Insurance would fall under USA Cycling - it would be an organized event/ride. He has started engaging Bike Shaker and other road race organizations to assist with the events. Charge about \$15 per rider per race and there is a payout to the leader(s) at the end, with remaining money going to the organizing entity. It allows people to hone their skills in racing as part of a lower key event. Brandon is assessing other viable locations as well. Course width can vary and does not need to be consistent from race to race. There are junior divisions as well to encourage youth to get interested in racing and biking in general. Doing something local that is less aggressive, large and intimidating will encourage more participation.
 - Richmond Mall has a nonfunctioning space in the back with a well lit parking lot
 - Look into boarding schools, private school campuses, John Carroll
- NEO cycle race will be taking place in Wade Oval - Performance Bike is a co-sponsor. Brandon said he'd be willing to share their prepaid tent with HBC to get some email captures for both organizations. Taking place the last weekend in September. Taking place in conjunction with the Cleveland Fundo.
- Races usually begin around 6:00 PM or 6:30 PM, participation ranging from 30-100 people
- Sees HBC as a resource for the development, but having Bike Ohio actually manage the team/event
- Propose that board members come down to the NEO Cycle Criterium in Westlake to see how the race functions and how it can be a draw for athletes to get a better idea

Bike Clubs

- Fairfax Elementary on Fridays beginning in September - after school program for 5-weeks.
- The PE teacher at Canterbury and Sarah are working to develop one there.

3. Communications/PR

Website Update

- 3 members met to evaluate the website

- Joy will be taking pictures of board members tonight after the meeting to update bios

Facebook and Twitter

- Brandon, Corrie, Akshai and Sam have user credentials for the Facebook Group page and will post things of interest at will

Heights Observer

- Mark Lefcowicz is writing an article for September regarding vehicular cycling and alternate road policies/infrastructure, including topics such as Idaho's rolling stop policy, Separate bike boulevard infrastructure; is it best for cyclists and cars to have the same rules?
- Mary is doing an October article, possibly feature the safe routes to schools money and school programming

4. Membership and Fundraising Committee

Brandon Henneman's Campaign

- Handout from Brandon outlining HBC Business Memberships - two documents
- Ideal to have a personal relationship with business owners - keep a Wiggio of all the members to track solicitation and how they've applied - this can be done by email or drop off
- Two levels of membership - \$100 and \$200 - with following benefits
 - Will go from now through March 31, 2016
 - Subsequent years will go through calendar year
 - Logo placement on website, and business page
 - Can be involved in member meetings - mention specials or offer; can go through our mailing communications with information
 - Logo placement on map for next reprint
 - Certificate for placement at business location with their business logo added
 - Tax deductible
- How to handle in-kind donations? (i.e. exchange of product for membership) - will currently accept on a case-by-case basis upon review by Board
- Members to give any potential edits or corrections to Brandon
 - consider different logo placement and addition of web address
 - Create a process/procedure sheet so that the program can be passed off to a volunteer

Volunteers Needed

- Ideal for manning booths at events
 - Prepare talking points for them with a brief training
 - Could do quarterly or twice per year training if necessary
- Better follow up with people who express interest
- Treasurer position - need to fill

5. Finance/Governance

- Create onboarding process for volunteers or new board members to be able to take over specific projects or tasks - chain of approval for specific communications, etc.
- Redo membership form - simplify
- Communications committee member can be the go-to person for membership inquiries to ensure that people receive a form if they give us payment first
 - Sarah to talk to Steve Reinhardt regarding closing any loopholes with our current system
- All new board members need credentials for Wiggio; clean up existing board member list for those who are no longer involved
 - Create Wiggio tutorial for all members, administration rights for all
 - Create program protocol folder
- Balance of \$24.91 in our account. Awaiting check from the Whole Foods fundraiser.
- Sarah to send budget performance via email

V. NEW BUSINESS

1. Quarterly meetings

- October Member Meeting - possibly last week of the month to public input on wayfinding, define what it is
- December Member Meeting - could look into a speaker to have at The Bottlehouse

2. Winter Movie Screening - Brandon to reach out to our contact

VI. ADJOURNMENT

All members to send pictures for internet bios to Joy by the end of the week.