



MORE PEOPLE BIKING
MORE OFTEN

Bike Winnipeg Board Meeting

September 12, 2017 at 6:00 pm to 7:30 pm

Location: Sport for Life, 145 Pacific Avenue, Winnipeg MB R3B 2Z6

Meeting Chair: Rachael Alpern Minutes: Misty Bromley

Present: Liz Shearer, Rachael Alpern, Mark Cohoe, Kailey Kroeker, Brit Curtis, Misty Bromley, Bill Newman.

Regrets: Kaye Grant, Philip Mikulec, Zach Fliesher, Scott Sewell, Denis DePape, Ian Walker

I. Welcome. Called to order at 6:10.

II. Review and approval of agenda. Moved: Liz Seconded: Kevin Carried.

III. Review and approval of minutes. Moved: Liz Seconded: Kailey Carried.

IV. Business arising from the minutes – Liz requested that everyone send her a photo and a short bio for the website.

V. Agreed to discuss future-looking items until quorum achieved –

Speak-up Winnipeg Our Winnipeg is a 25 year plan; 8 years old now (the document can be found at www.winnipeg.ca; see executive director report). We could host public events at each phase. We can really spark people's imaginations and maybe influence the city. Mark is attending a community leader workshop on the 26th to learn more.

Rachael said that making emotional appeals to the city doesn't work. A more successful approach is to work from policy and prove that the issue fits or violates policy.

Lots of the city documents are pretty thin and it's not a daunting task. What are our goals for this and then develop specifics to change the plan to meet those goals?

How does this line up with our strategic plan? Phillip and Kaye are working on this, and then we can form goals to work towards in the next year.

It would also be appropriate to build on existing committee work that may integrate into the Speak-up Winnipeg framework.

The question was raised of what would these engagement events would look like - the city is taking on the public engagement and they would help plan, and we would bring the audience This fits in with

advocacy and education. We could reach out via the email list. There are also tons of bike-related events in the summer where we can be present and direct attention to the City's efforts.

Mark will contact the City and start gathering information, and will know more after the workshop.

There might be space at the fall fundraiser to begin, which fits in with Phase 1 ending November 2017.

Cyclovia may become part of Bike Winnipeg because Many Fest is overwhelming Cyclovia.

Fundraising and membership - pursuing corporate sponsorship and following-up with bike shops; member discounts.

Peg City Car Co-op has given us member perks, such as \$50 diving credit and waiving \$20 casual use. They are waiving the fee for Bike Valet usage.

Currently, there is no one actively writing grants.

There is a social media campaign about membership perks.

Fall concert - 3 pushes of prizes, different challenges via social media.

Executive, Executive Director, Fundraising and Membership, and Bike Valet reports accepted as information. Moved: Rachael Seconded: Liz Carried.

Financial - City of Winnipeg \$100 is mis-categorized as a grant. Bike Valet is still appearing twice. Additional reports and have been created and more detail has been added.

Year-to-date profit is \$9,000. Net assets of \$13,000 is a great improvement over prior years.

There was some discussion about the advantages and disadvantages of charitable status.

Financial report approved with amendments. Moved: Rachael Seconded: Liz. Carried.

Next meeting is Tuesday, October 10 at 6 pm.

Adjournment: 7:53.