

# Bike Winnipeg Monthly Meeting (committees meeting)

April 8, 2013 – 6:05 to 7:55 PM  
Sport for Life Centre, 145 Pacific Ave

## Minutes

### Directors:

**Present:** Jeremy Hull (co-chair), Kaye Grant (co-chair), Charles Feaver, Jim Falloon, Amy Young, Bill Newman, Jackie Collett

**Regrets:** Loren Braul, Zenon Gagné, Ian Walker, Laura Donatelli

**Absent:** Dave Meagher

### Members:

**Present:** Mark Cohoe (Executive Director), Amanda San Filippo (Bicycle Valet Winnipeg), Kevin Miller (notes taker), Chris Green, Guy Bonnetta, Len Van Roon

**Regrets:** Stéphane Dorge, Anne Mahdi

### 1. Welcome and Introductions

- All attendees introduced themselves.

### 2. Approve the agenda

- Done by consensus.

### 3. Approval of minutes from the previous Monthly Meeting

- The March business meeting minutes have been posted at [bikewinnipeg.ca](http://bikewinnipeg.ca) for a few weeks.  
**Motion** to approve: Charles. Second: Jim. Unanimous.

### 4. Committee meetings

- The committees met for an hour.

### 5. Advocacy Committee – Charles

- The advocacy committee report is available [here](#).
- We're trying to simplify our strategy. One of our goals is "no cyclist deaths or serious injuries". We think it would be a good idea to promote the concept of [Vision Zero](#), which was developed in Sweden and Germany:
  - Life and physical integrity are not negotiable
  - Human beings are fallible
  - Limits are set by the physical endurance of human beings
  - Humans are not made to travel at high speed.
  - Human beings have a right to a safe transportation system.
  - "Nobody dies, everybody arrives"
  - Do not blame the victim for their errors
  - Errors must never carry the penalty of death
  - Citizens by themselves cannot create a safe transportation system
- We'd like to engage politicians and decision makers: "How do we achieve this goal?"  
**Motion:** Bike Winnipeg will engage in a road safety campaign that is themed on Vision Zero, and we will actively promote this campaign to as many decision makers as possible. -- Charles. Second: Jim. Unanimous.

### 6. Education Committee -- Jim

- Two major events are currently being planned by the Education Committee
  - **Hydro Cycle** – a pilot workplace cycling skills course that will be undertaken in cooperation with Manitoba Hydro in the lead up to Commuter Challenge and Bike Week
  - **StrikeBike!** – a guided bike tour that will see participants ride to sites linked to the Winnipeg General Strike of 1919, while learning about the history of events of 1919 that shaped our city's and country's history. This will be a fundraising event for Bike Winnipeg. Tickets will be \$20, with rides set for Saturday June 21 (the 95<sup>th</sup> anniversary of Bloody Saturday) beginning at 10:00 AM and 2:00 PM.
- The City's Leisure Guide is again offering [City Cycling courses](#).

## 7. Membership Committee – Amy

- The membership committee report is available [here](#).
- The committee has held two planning meetings -- on Sunday March 30 and this evening.
  - Our goal is to attract people to Bike Winnipeg, which should result in more volunteers and revenue.
  - We've started to compile a list of events that the mobile display (trailer) will attend. The first major one is Earth Day at Fort Whyte Alive on Sunday April 27.
  - We have a list of the contents of the trailer. We'll think about what to remove and add. One item to add is a "talking notes" document that volunteers can use to engage people who come to our display. Another item is a binder of reference material. Etc. Swag will be used as an incentive for donations
  - We've discussed possible membership structures. We won't be reverting back to an annual membership. We're evaluating "member", "join us", and "donate", especially in terms of how it is currently presented on our website. We're thinking about what to change on those website pages.
  - We'll be asking Mark to send out a special one-item newsletter in late April that persuasively asks the 1700 people on our list to donate (and/or join us).
  - We've discussed how to request volunteers to staff the trailer at events and how to track volunteers.
  - We'll be sponsoring and staffing a Pit Stop on Bike to Work Day.
- Charles mentioned that the Manitoba Cycling Association and Green Action Centre have charitable status, which we don't have and which is an impediment to attracting large donations. There are ways of partnering with those two organizations so that large donations to them can be used to contract us for a particular project.

## 8. Fundraising Committee – Kaye

- The Fundraising Committee report is available [here](#).
- Three fundraisers are in progress:
  - **[Bike Winnipeg merino wool cycling jerseys](#)**  
They are now available for pre-sale at: [bikewinnipeg.ca/jersey-2014](http://bikewinnipeg.ca/jersey-2014). We will also be working with bike shops to place orders. We need at least 30 pre-paid orders to go ahead with the jerseys. The order deadline is May 19 for June 10 delivery. We receive 10% of the sale price.
  - **[Black Pearl Coffee](#)**  
We are taking orders for Black Pearl Coffee and receiving a commission. Order forms were provided by Kaye to directors at the meeting. Directors can take orders (with payment) and bring them to the next Monthly Meeting for Terry Woods, who is the person who will handle orders. He will place the order when it is ready, pay for and pick up the coffee, and deliver it to the following Monthly Meeting where the sellers can pick it up the orders. Payment is needed in advance, and it has to be provided to Terry with the completed order forms.
  - **[Romi Mayes concert](#)**  
June 7 at the [Unitarian Universalist Church](#) on Wellington Cres.  
This is a partnership with the Winnipeg Adult Education Centre's Commuter Cyclist Club. The venue capacity is 225 capacity; we need to sell 70 tickets to break even. Tickets are \$20. Contact [Mark](#) if you would like to sell tickets.
- The [Winter Cycling Congress](#) made a profit, which they've decided to donate to three organizations. We will receive \$850.

## 9. Executive Committee – Jeremy

- A 2014-2015 "working document" budget was approved at our March meeting. An updated version was sent to all Board members today.

## 10. Executive Director's report -- Mark

- View [here](#).

## 11. Calendar

- Winnipeg Pedestrian and Cycling Strategies -- Open Houses  
[bikewinnipeg.ca/event/cycling-pedestrian-strategies-open-house/](http://bikewinnipeg.ca/event/cycling-pedestrian-strategies-open-house/)
- Riverview Health Centre *Cycle On Life* ride on Sunday June 8:  
<http://www.riverviewhealthcentre.com/index.php/foundation/event/the-cycle-on-life>
- **Next Bike Winnipeg Monthly Meeting:** Tuesday, May 13, 2014 at 6:00 PM. It will be a business meeting.

## 12. Adjournment

- **Motion:** Charles. Second: Amy. Unanimous.