

# Bike Winnipeg Business Meeting

June 10, 2014 – 6:00 to PM

Sport for Life Centre, 145 Pacific Ave

## Minutes

### Directors:

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

**Absent:** Zenon Gagné,

**Regrets:** Laura Donatelli, Loren Braul

### Members:

**Present:** Mark Cohoe (Executive Director),

**Regrets:** Amanda San Filippo (Bicycle Valet Winnipeg),

**Absent:** Anders Swanson, Chris Green, Guy Bonnetta, Len Van Roon, Stéphane Dorge, Kevin Miller, Chris Green, Anne Mahdi

1. May Minutes
  - a. Charles moves we accept them
  - b. Amy seconds
  - c. All in favour
2. Priorities workshop (Mark)
  - a. see subcommittee meeting notes
  - b. the infrastructure priorities according to community areas will now include planning bicycle facilities for mixed use corridors
  - c. will be doing a follow up web survey after the workshop
  - d. focus questions
    - i. education(see questions in subcommittee meeting notes)
      1. What kind of training education would you find useful?
      2. How do we reach the right people?
      3. How do we convince them they need it?
      4. (ask Kaye for questions)
    - ii. Advocacy (see questions in subcommittee meeting notes)
      1. What are the 3 priorities that we would like to see from the new council
      2. 1 and 3 can be one question
    - iii. Winter cycling (see questions in subcommittee meeting notes)
      1. How can we prioritize cycling routes for winter maintenance, and which routes should have top priority?
    - iv. Vision zero/neighbourhood traffic planning (advocacy) (see questions in subcommittee meeting notes)
      1. How do we market this to the politician and to the public?
      2. How do we get slow zones
      3. What kind of traffic calming infrastructure should we advocate for?
  - e. Attendance is not looking very good right now
    - i. Will advertise it as a cyclist talk back
3. External committees
4. Committee reports
  - a. Education
    - i. See report
    - ii. Hydro cycle (Jackie)
      1. Very successful
      2. Full class of 12, 10 participated
      3. Paid for by Manitoba hydro
      4. A mix of experienced and new cyclists
      5. Stayed away from talking about safety. This is for people to commute to and from work and was to help them feel more confident on the road. Didn't want to make anyone feel as though they would be any safer if they took the course. They really emphasized confidence.
      6. Survey
        - a. Everyone gave high marks

- b. One experienced cyclist felt he did not learn anything
    - c. The other experienced cyclists found it quite informative
    - d. The beginner's wanted to have more content in the basics
    - e. The participants thought the level of ride was just right
    - f. All but one would recommend the course to others
    - g. Some suggested that groups be separated based on level of experience
  - 7. 4 parts
    - a. Some in class theory
    - b. Abc check
    - c. Cycling technique
    - d. Road portion
      - i. All participants were comfortable riding 5 km
      - ii. A course was setup so that riders could practice some techniques
      - iii. Participants were each given an opportunity to lead the ride
      - iv. A tour of the bike facilities at the workplace was given
  - 8. Conclusions
    - a. It was well received
    - b. People said they would pay between \$10 to \$30 for the course
      - i. The actual cost of the course was \$600 divided between 12 people
  - 9. Jackie recommends that if were to offer this to another group, that we have materials put together for the facilitator to promote the course.
    - iii. Strike Bike (Mark)
      - 1. 5 people in the 10 am course
      - 2. 2 people in the 2pm course
      - 3. Good chance that the Free Press will put out an article this Saturday
      - 4. Will get it into Canstar next week
      - 5. Will put more push on the Facebook page
    - iv. MCA videos are very good and should be linked on our website
  - b. Membership
  - c. Advocacy
    - i. Cyclovia
    - ii. Invite candidates to bike valet
    - iii.
  - d. Fundraising (Kaye)
    - i. Have approached bike shops
      - 1. We've received \$500 from bikes and beyond
      - 2. Plan on producing a package of materials and a card that can be handed out for bike shops
        - a. Possibly putting a piece of material on bikes when they are sold
    - ii. Strike bike was reported on earlier
    - iii. Romi Mayes fundraiser
      - 1. Had 123 tickets sold
      - 2. Approximately 100 attended
      - 3. Still waiting on numbers from the bar and raffle
      - 4. Need to figure out how much we've made
      - 5. Should have had some branding up at the concert (the bike trailer)
    - iv. Coffee
      - 1. \$310
    - v. Jerseys
      - 1. We sold 32
      - 2. \$700 dollars profit approximately
    - vi. Email ask
      - 1. Will ask for \$20
5. Calendar
  - a. Bike week June 16 – June 20
  - b. Bike priority workshop June 16
  - c. Bike to work day June 20
  - d. Strike bike June 21
  - e. Infrastructure ride June 22
  - f. Next meeting will be determined by poll (Ian will send out a doodle poll) July meeting or august meeting

Adjourned at 7:45pm