



MORE PEOPLE BIKING
MORE OFTEN

Bike Winnipeg Board Meeting

June 13, 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

Attendance: Rachael Alpern, Kaye Grant, Philip Mikulec, Misty Bromley, Brittany Curtis, Dennis De Pape, Ian Walker, Kailey Kroeker, Kevin Parsons, Mark Coho, Charles Feaver, Bill Newman

Regrets: Scott Sewell, Zach Fleisher, Elizabeth Shearer

- I. Called to order at 6:07.

- II. Review and approval of agenda.

- III. Review and approval of May minutes. Moved: Denis. Seconded: Kevin. Carried.

- IV. Introduction – Stephanie Chow, newly hired Bike Valet Coordinator.

Stephanie has all the documentation and inventory and can have a more formal update by the next meeting. She requires a trailer hitch and note the existing signage is outdated. She is presently negotiating with Manitoba Hydro for a vinyl batter in exchange for displaying the logo. Manitoba Hydro may also be able to print the Bike Valet claim tags.

It was noted that events engaging Bike Valet's services may object to a sponsor on our signage that may conflict with event sponsors. This is an issue of branding, and it might be well to have two signs. Furthermore, Bike Valet's relationship with Bike Wpg is getting lost. Lots of people don't realize the two organizations are related. However, this is a good opportunity to reach out to potential sponsors outside of the bike world. Bike Valet has lost sponsors in the past. But it's a small effort, may have a fruitful result.

An approximately 3' x 8' banner is approximately \$160, and we have the funds available for such an expense. Furthermore, Misty has a friend that works in a sign printing shop.

The issue of marketing Bike Valet as a stand-alone organization or as part of Bike Winnipeg was raised.

Canada Summer Games is hosting a street party and Manitoba Hydro has offered their space for us to use for Bike Valet.

- V. Expenditure request – Bike Valet Program **ACTION – Stephanie to continue to research and make a decision.**

- VI. City of Winnipeg/Biz bike parking program. Contract has not been received but is expected soon. Essentially, funds of up to \$30,000 are available to install bike parking racks in areas not covered by the Biz Associations.

There are guidelines, such as the racks must be mounted in concrete and be on City property. We would likely work with Bikeworks for the actual installation and may possibly buy the racks in bulk to negotiate a discount. How difficult the actual application process is unknown.

Mark suggested creating prioritization criteria with Stephanie [Whitehouse](#) based on the pedestrian/cycling strategy, which should be easy to do. We can solicit applications and people can contact us. The rack is installed, we bill the city and then pay for the installation.

Ian and Charles volunteered to do the work, in order to not add to Mark's workload. Furthermore, this is a good way to engage with our membership and see if they are aware of places with needs.

QUESTION – does this project blend into an exciting committee or is a new committee required? It fits in with fundraising. Fundraising is busy, but this is certain. Send to fundraising and they can send it back.

ACTION - Mark to put out the call as soon as we know what our obligations are.

VII. Carbon tax

Question - How do we want to push for this? Money will be coming into the province and will be distributed at the province's discretion. We need to apply pressure for walking biking/infrastructure. Programming is key. Needs to be new projects, not replacing existing money. We need to work out a strategy to do apply the appropriate pressure, diplomatically.

Charles and Mark spoke with David McLaughlin, and he was given some questions. Mark suggested we ask the city to ask the province. Can also work with GAC & functional transit. Denis -noted that we are heading toward sustainable infrastructure and getting off oil. Partnerships will be key. Income tax reduction, etc, is exactly what we don't want to happen with that money.

The Province has not been reaching out to organizations like us. The City will be able to bring more pressure than we can. City would have to present the same arguments we would, especially given the cuts to transit funding.

Part of Advocacy committee. Mark is going to meet with Functional Transit.

Is there something the board can do to help? John Kerry's report in 2009 has some good background and information.

ACTION - We need a strategy and develop a policy to pressure the province. (Advocacy committee).

VIII. Committee reports

Membership / Fundraising - pursuing corporate sponsorship aggressively. \$1,250 from three sponsors, infrastructure specific. Will continue but broaden approach and develop contact list.

Bikes and Beyond has sponsored us.

The committee will work with Bike Valet now that Stephanie has direction on integration of brands.

ACU grant is project specific.

Other notes - Charles to work on memberships. Coffee raised about \$548.

T-shirts sales are ongoing.

History rides upcoming, which is a revenue stream.

MapPing is ready to be invoiced.

Fall fundraising concert is November 11, and planning is beginning. Saturday night. Contract should be signed this week.

Philip, as the Operations Manager for Peg City Car Co-op can begin a formal relationship, provide cars, etc.

Membership - done two rides with councilors. Went well. The East Fort Garry ride has approximately 15 people with Councilors Gerbasi and Orlikow. The Trails of Assiniboia ride had approximately 20 people with Councilor Gillingham. We are hearing positive feedback. East Fort Garry was re-done with MLA James Allum on June 12.

Trailer set-up at a number of events - Clean Air Day, Downtown Biz, and Ellice Sreet Fest. During the street festival a Councilor Gilroy participated in a positive conversation. Gilroy and Councilor Pagtakhan are in favour of protected bike lanes.

Advocacy - met on June 5.

We are able to access a recording of an intersection that is marked before MPI starts the One Meter campaign and then towards the end. Scott and Charles plan to review the video and catalogue to see if there is any change in behavior.

Future projects are the Alexander Docks renewal and Bannatyne / McDermot.

The Forks hosted a ride on June 9 from Annabella to Forks, with a free beer at the end.

Protected bike network downtown. Felt they needed to do something Ian, Kailey and Zachary are spearheading it. Probably talk to businesses and get them to pressure gov't. Bike friendly businesses (downtown biz) could be approached (the purple loops). Will have to have some specific criteria about what we need from potential supporters. Kailey has stuff from Paths for People in Edmonton.

There should be a ride-along story on Information Radio (update – aired in two parts on June 26 and 27).

Financial report – refer to website, report was not distributed. The committee did meet, but there are more details to be worked out. Cash reserves of \$6,000, including T-shirts inventory, the details are under May Operations Report. Our reserves would fund operations for 3 – 4 months.

- IX. **Motion to change signing authorities to Kaye Grant, Mark Cohoe and Philip Mikulec.** Moved: Misty. Seconded: Ian. Carried.

Action – to meet to discuss roles and separation of duties (executive).

- X. St. Matthews Avenue construction. Talk tomorrow of construction in front of Minto Armory. The street is part of spine network and if there is no upgrade included, they should have done so. If not, the facilities are insufficient.
- XI. June/July volunteer opportunities – please refer to volunteer opportunities on the website. Happy Days on Henderson (June 24) not mentioned on the website.

ACTION - Outreach email to follow. July 23 history tour not confirmed yet.

Side note – Communication with people who are no longer on the board but still volunteering, like Charles and Bill. Is this an outreach committee task? Mailing lists can include people who, while no longer board members are still active

ACTION – update the website meeting reports and minutes (Misty)

Exec and membership need to coordinate a communication strategy. Exec come together and then reach out to membership. Social media would fall under this umbrella.

- XII. August 8, 2017 is cancelled. Priorities - budget, Arlington Street. Committee meetings are more important.

Commented [MB1]: Some clarity needed here.

XIII. Adjournment 7:31 pm.

Next meeting: July 11, 2017 at 6 pm at Sport for Life