



MORE PEOPLE BIKING
MORE OFTEN

Bike Winnipeg Board Meeting

January 9, 2018, 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: Zach Fleisher, Kevin Parsons, Philip Mikulec, Brit Curtis, Rachael Alpern, Kaye Grant, Kailey Kroeker, Ian Walker, Misty Bromley

Other: Mark Cohoe, Charles Feaver, Bill Newman, Alexander Ashton, Clayton

Called to order at 6:02.

Approval of agenda: Moved: Kailey. Seconded: Zach. Carried.

Approval of minutes: Moved: Misty Seconded: Kevin. Carried.

Business arising:

Striking an AGM committee: Does anyone else want to participate in planning? The process is fairly straightforward; find a theme/speaker to appeal to the membership. There is a team of people working on the annual report.

Liz enjoyed working on it last year. She is already on membership and fundraising.

Any objections to providing photos and profile from the website for the board package? Also, many people haven't submitted.

Reports -

Advocacy – working on downtown bike network. There is a petition circulating to cancel McDermot- Bannatyne bike lanes. Ian to contact resident's association – Exchange and West End if there is one. Need to get a sense of who and why is affected by the bike lane. This is part of tomorrow's ATAC committee meeting – 20 minutes allotted to talk about it. This is where we find out if ATAC will consider changing parking/driving lanes.

Vulnerable road users group - Charles had a document (Ian thinks he sent it out, but perhaps not) related to Vision Zero and speed limits.

There was a query regarding the next election and building relationships with related interested parties to produce candidate report cards and the like.

Election – getting commitments from candidates re ward-specific commitments, green infrastructure, Vision Zero and the like.

Zach, as an employee of the Transit Union noted there is interest in partnering with progressive organizations with similar ideas such as Vision Zero. Part of Zach's role is to make those connections and there is opportunity perhaps with Bike Winnipeg.

We need a couple of targeted candidates and then get volunteers to go door knocking and get hard data to show to candidates.

Membership Committee and Outreach Committee – During the last year, the two were combined with fundraising. The focus has been on fundraising. We have our display trailer, Bike Week, Bike to Work Day for outreach. SpeakUp Winnipeg is great opportunity to reach out the wider community and get feedback. It would be good to formalize the roles more and develop more on outreach.

It was noted that we have a fundraising committee but do not have a fund-spending committee. An outreach committee might be doing some of that work. Alternatively we could try blending outreach and membership, particularly membership engagement. As her term is up, she is very interested in participating in that project. Advocacy does outreach, so perhaps

there should be a member on both committees so toes are not stepped on. Liz reached out to Lindsay, a lifestyle blogger who appears to fit with our goals. She is really excited to volunteer and Liz will be meeting with her.

Some are in favour of the split – fundraising/sponsorship is a huge task.

Advocacy can work on the higher goals, and then direct outreach.

Charles recommended membership renewals stay with fundraising, and recruitment is more membership. Kailey, as the chair of fundraising & membership is absolutely in favour of this. Fundraising is the priority.

What is the next step? Task Kaye with taking charge and drive an outreach committee. The membership database is part of this and needs to be a priority. Rachael is also very interested. The IT project of a membership database needs to be prioritized.

ACTION: Kaye to form an outreach committee. Bill to work on membership database.

2018 Budget – needs from each committee – targets for fundraising, outreach, education, and advocacy, ideally what we want to spend with perhaps some lofty goals that could inspire the fundraising committee.

We could ask the membership (via the outreach committee?) about how to spend our money.

ACTION – before the next monthly meeting each committee is to discuss its budget.

Membership/fundraising update. Aggressively planning a series of paid rides for income and some public engagement and connect to the ultimate goal of advocating for the downtown grid. New run of corporate sponsorship asks and build on existing ones. Targeting downtown and have a list from the commuter challenge.

Kevin is in communication with Dave re: downtown bike friendly businesses with advocacy in mind (FYI, Ian!) Meetings set up with Travel Manitoba and Tourism Winnipeg for early advertising. EG a Strike! The Musical ride.

Financial – Preliminary. If 2017 revenue or expenses haven't been submitted, please do so ASAP.

Executive Director – as circulated.

Motion to accept reports: Moved: Zach. Seconded: Brit. Carried

Alex's thesis presentation: Alexandroupolis: Government, Governance and Factors Affecting Cycling amidst the Economic Crisis.

Adjourned at 7:37. Carried.

Next meeting: February 13, 2018.