

Bike to the Future -- Planning Session

Tuesday December 18, 2012 -- 7:00 to 9:30 PM -- Eco-Centre Boardroom

Facilitator: Denis DePape

Attendees: Jeremy Hull, Tom McMahon, Kevin Miller, Curt Hull, Dave Elmore, Charles Feaver, Loren Brault,
Chris Chypyha, Kaye Grant, Jim Faloon, Mark Cohoe, Amanda San Filippo

Regrets: Bill Newman, Barrett Ens

[Agenda](#)

Results of agenda items 2.1 & 2.2

2.1 Identification and classification of potential 2013 priorities (suggested by the attendees)

2.2 Creating a short list of opportunities that will receive immediate attention (each attendee had 10 votes)

Content / Substantive priorities

- Education of drivers (behavior around cyclists) and cyclists (cycling skills) – 8 attendees, **22 votes**
- Lobby the government and agencies for rules and regulations that are favorable for cycling – 4 attendees, **14 votes**
- Interactive engagement via social media – 2 attendees, **10 votes**
- Expand *Bike to Work Day*, promote cycling – 2 attendees, 9 votes
- Public engagement process for the City's Cycling Strategy – 2 attendees, 9 votes
- Pembina corridor (membership and partnership engagement) – 2 attendees, 5 votes

Organizational priorities

- Fundraising (non-grant, grant, membership revenue, *Bicycle Valet Winnipeg*), enough to sustain/expand our ED to 2014 – 5 attendees, **25 votes**
- Strengthen the connection and input from members and volunteers, increase membership numbers – 3 attendees, **12 votes**
- Increase the awareness of BttF, swag – 2 attendees, **11 votes**
- Create an annual work plan and budget – 1 attendee, 7 votes
- Decide on whether to broaden our Mission to include all of Manitoba – 1 attendee, 1 vote
- Build coalitions who will advocate for BttF objectives -- 1 attendee, 0 votes

Results of agenda item 2.3

2.3 Action planning of the short listed opportunities

Fundraising Committee

Chair: Mark Members: Amanda, Jeremy, Chris, Kaye

Actions

- Grow *Bicycle Valet Winnipeg*.
- Communicate donation requests to our membership.
- Request donations from bike shops.
- Develop a membership strategy.
- Plan a Spring or Fall event.
- Ensure there is a prominent Donate button on our website.
- Compile a list of available grants.
- Determine a fundraising target.
- Determine a grant target and a policy for an admin fee.

The first meeting will be held before the January Monthly meeting (Tue Jan 8).

The first report to the Board will be at the February Monthly Meeting (Tue Feb 12).

Education Committee

Chair: Dave Members: Charles, Curt, Loren, Jim

Actions

- Plan education initiatives.
- Prepare for the meeting with MPI in March.
- Prepare for *Bike to Work Day* (“Bike to Work Week” activities).
- Develop an advertizing campaign, with an objective to change behaviour.
- Expand training opportunities in the City of Winnipeg’s Leisure Guide.
- Develop an outreach schedule to recruit students.
- Board members should take BttF’s (Dave’s) course, which is based on Can-Bike.

The first meeting will be held before the end of January.

The first report to the Board will be at the February Monthly Meeting (Tue Feb 12).

Government Rules & Regulations Committee

Chair: Mark Members: Tom, Charles, Kevin (and invite partners such as Anders, Janice, and Jason Carter)

Actions

- Consolidate what has been done to date. Summarize key points for wider consideration.
- Continue the 30KPH residential speed limit initiative.
- Monitor the outcome of the PUB’s order to MPI.
- Prepare for the next PUB/MPI meeting.
- Prepare input for the upcoming City of Winnipeg’s Cycling Strategy.
- Build coalitions.
- Meet with provincial political party caucuses.
- Monitor who is appointed to the City and Provincial advisory committees, and keep track of their recommendations.
- Determine how we liaison with Canada Bikes.

The first meeting will be held before the January Monthly meeting (Tue Jan 8).

The first report to the Board will be at the February Monthly Meeting (Tue Feb 12).

BttF Awareness Committee

Chair: Tom Members: Mark, Kaye, Kevin

Actions

- Develop a process to decide on whether we broaden our Mission to all of Manitoba.
- Determine how to increase our membership.
- Develop plans for migrating content to our new website and keeping content on the new website current and interesting.
- Develop a communication strategy: how to create contents, using social media
- Determine a process to discuss and resolve branding.
- Outreach schedule – link with the Education Committee’s schedule.
- Determine opportunities for increasing awareness via *Bicycle Valet Winnipeg* and *Bike to Work Day*.

The first meeting will be held before the end of January.

The first report to the Board will be at the February Monthly Meeting (Tue Feb 12).

Action item for Monthly Meetings

- Discuss the development of a budget at the January Monthly Meeting.
- Add the four priority items/committees to the agenda, starting with the February meeting.

Results of agenda item 2.4

2.4 Discussion of approach to issues and opportunities that emerge over the course of the year

- A sizeable share of Mark’s time will be spent on organizational issues.
- Mark should delegate some tasks to the appropriate committee.
- Recruit a new City Committee Chair by the January Monthly Meeting.
- Mark should monitor his priorities to determine his time allocation and determine what tasks would have to be "bumped".
- Mark should add the “read receipt” tracking option to email messages he sends to the Board.
- Email triaging
 - Recruit “champions” and a couple other participants. (Mark will determine the minimum time requirement).
 - Be explicit on what is sacrificed.
 - Can the email message be forwarded to another organization for it to handle?