

# **Bike to the Future Monthly Meeting -- minutes Tuesday July 8, 2008 -- Manitoba Eco-Centre**

## **Directors**

**Present:** Kevin Miller (Chair), Mark Cohoe, Ben Goldstein, Curt Hull, Rob Cosco, Jeremy Hull, David Wieser

**Regrets:** Cory Bellhouse, Jackie Avent, Dave Elmore, Karin Kliewer,

## **Members**

**Present:** Shannon Keys, Ron Brown, Gareth Simons, Brion Dolenko, Ray Yuen, Lindsey McBain, Karen Hardy, Glenn Stanley

**Regrets:** Ted Mann, Tim Hunt

## **1. Call to Order**

- The meeting was called to order by Kevin at 5:38. Ben administered the agenda board. Mark took notes. The meeting went until 6:54 PM.

## **2. Reports from misc events**

- Karin Kliewer took the new BttF/MMA (Manitoba Medical Association) bicycling advocacy display to the International Trails Day event at the Northeast Pioneers Greenway (<http://biketothefuture.org/events/archives/2008/04/03/inernational-trails-day>) on Saturday June 7<sup>th</sup>. It was a very windy day so she couldn't set it up, but she did man a BttF / Bike to Work Day table.
- The Planners Network / Bike to the Future / Rapid Transit Coalition *Film Night* (<http://biketothefuture.org/events/archives/2008/05/26/planners-network-film-night>) on Wednesday June 18<sup>th</sup> was successful. Tickets sold: 150 (105 pre-event). Attendees: 121. Profit will be ~\$360 (\$90 to BttF). There wasn't much debate, but Councillor Russ Wyatt spoke about replacing car lanes with bike lanes, and he suggested that film nights like this one should also be organized in the suburbs.
- Tania Lo, publisher of Momentum Magazine (<http://www.momentumplanet.com>), was in Winnipeg from June 18<sup>th</sup> to 20<sup>th</sup>, so she attended both *Film Night* and *Bike to Work Day* on Friday June 20<sup>th</sup>. David Wieser was her host, and other BttF members spent time with her. Tania left BttF a copy of a *Long Road North*, a 93 minute documentary of a 19 month / 24,500K bicycle trip from the southern most tip of Argentina to the Canadian Arctic, which she participated in. David says it's very well done. He can lend it to anyone for individual or small group viewing. It was recently shown at a fundraising viewing in Toronto, so the same could likely be done here, but we should discuss this with Tania first. We've already tentatively planned a fundraising viewing of Dustin the Purple Pirate's films for late autumn. We could donate *Long Road North* to the Manitoba Eco-Network library when we're finished with it.
- Karin helped organize an MPI Transportation Sustainability Policy Building workshop as part of her job with the Centre for Sustainable Transportation (<http://cst.uwinnipeg.ca/events.html>). Curt, Dave, and other BttF members were there, representing their respective organizations. Cyclist's voices were heard, and Manitoba Public Insurance was very willing to listen in the morning, but they became tentative in the afternoon by asking cyclists what we can do for them that pertained to their core business of auto insurance.  
**Action:** Mark will send Curt and Dave links to Seattle research about traffic calmed streets and accident rates [done].

### 3. Planners Network 2008 Conference – July 17<sup>th</sup> to 20<sup>th</sup>

- We've had this event on our website since April (<http://biketothefuture.org/events/archives/2008/04/09/planners-network-2008-conference---planning-in-challenging-climates>).
- They have started advertising the free public Thursday evening event (*Sustainable Transportation: Research, Advocacy, Realization* -- <http://biketothefuture.org/events/archives/2008/07/06/planners-network---sustainable-transportation-event>) separately from the conference. Many of us are attending that evening. Kevin will transport the BttF/MMA display to the event on his new trailer, and Lindsey McBain will use the trailer to take it away at the end of the night and back to the MMA on Friday.  
**Action:** If every BttF active member who's attending the evening can spend ~15 minutes at the display, no one person will be "stuck" at it all evening.
- As per discussion at the June Monthly Meeting, Richard Milgrom offered BttF two spots at the conference for the \$180 early fee in return for our rep participating on some panels. Our deadline is later this evening. Curt would like to be our rep. Gareth and Lindsey are already registered for the conference.  
**Action:** Kevin will contact Richard later this evening. [done]

### 4. Osborne Village Market

- The volunteer coordinator for the new market starting up in Osborne Village (on Thursdays from 4:00 to 8:00 PM from June 26<sup>th</sup> until September 25<sup>th</sup>) has a free table each week for different enviro/social organizations. They've invited us to set up one week. (Set up the BttF/MMA display and sell memberships?) A few of BttF members have a favourable impression of the Osborne Village Market. David Wieser volunteered to do this in August.  
**Action:** Kevin will send David their contact info [done], and David will contact them [done].

### 5. The City's Sharrows Program – info package

- Our City Committee created a facts / info / FAQ document about the City's Sharrows Program that is posted on our website (<http://biketothefuture.org/commuter-cyclists-resources>) and was referred to in our July e-newsletter sent last week to our ~400 members/supporters. We may want to also post this info elsewhere, such as the AT Network's e-mail list and RCM's Active & Green newsletter.
- The City Committee and Education & Safety Committee are not happy with the City's implementation of sharrows, especially given the amount of work the committees did to provide the City with "best practises" about sharrows. Much of the sharrows paint has already worn away; this may be a newsworthy story that can be used to publicize our other concerns.  
**Action:** The two committees must decide whether to formally contact the City and/or media (Ben would help) about the City's implementation of Sharrows, or whether to hold back and just be satisfied stick with the info package they've produced.

### 6. Bike to Work Day

- The inaugural annual event on Friday June 20<sup>th</sup> exceeded expectations. The stats are on our website (<http://biketothefuture.org/news/archives/2008/07/06/bike-to-work-day-exceeds-expectations>). Jeremy plans to do a follow-up survey and bike counts in the fall to see if many first-time cyclists continued riding.
- BttF benefited greatly: politically, corporate partnerships, City of Winnipeg partnership, increased memberships, and great media.
- The Bike to Work Day is holding their post-event meeting tomorrow morning.  
**Action:** Curt will send a copy of the Executive Summary to Kevin to post on our website.

## 7. Highway tragedy near Virden

- The CBC contacted BttF and Habitat for Humanity on June 30<sup>th</sup>, and both organizations directed them to Dave Elmore. Dave was a busy media person that day; he was on CBC Radio One's newscast and also interviewed on their *Up to Speed* show, and he also had a major role in the CBC TV *News at Six* story about the tragedy. He was identified as "Habitat for Humanity" (while wearing an MS Ride jersey).
- Ben was contacted by CTV a few days later, and he appeared on a good segment they did about the Virden tragedy and bicycling safety in general. Ben wore his Bike to Work Day T-shirt and told them he represented BttF, but he was identified as "hit by car" (a few years ago).

## 8. BttF T-shirts

- Based on his CTV interview experience, Ben thinks directors should have BttF T-shirts to wear during media interviews, although there are logistical difficulties surrounding having the T-shirt available when you need it, non-summer interviews, etc. Some BttF members may want to purchase BttF T-shirts.  
**Action:** Ben will consult with Anders (who was involved with the Bike to Work Day T-shirts), and with Curt (BttF Treasurer), and put together a proposal for T-shirts that won't cost us much money (it may in fact be a fundraiser), and details all the benefit of having T-shirts.

## 9. Status of Grant Proposals

- It's been a number of months since Jeremy wrote and submitted a proposal to the Province's Sustainable Development Innovation Fund (SDIF) for \$26,000 to fund an expanded 2008 BttF Fall Forum. Despite contacting the SDIF administrator for a status update, Jeremy hasn't heard anything.
- The Investors Group *Community Projects Fund* grant proposal that Ray Yuen wrote is almost ready to submit. It needs a prototype of the bicycling advocacy leaflet that Ray and his wife (a graphics designer) have developed for BttF, and that leaflet needs some good high-resolution photos of cyclists with identifiable Winnipeg landmarks in the background.  
**Action:** Kevin will get Ray some photos – either of his family, or by using the Announcements list to solicit photos from our members and supporters.

## 10. Membership Initiatives

- Advocacy leaflet: See the previous point.
- Bike Shops: We need to get an update from our Bike Shops Liaison, Jon Benson.
- 890 of the 2177 Bike to Work Day registrants indicated they would like a free 2008 BttF membership. The challenge is automating that task. Jackie plans to meet soon with Bill Spornitz about this.
- Very few memberships have been sold during the past 8 months.

## 11. Financial report

- Two financial statements are attached.

## 12. Bike Rally

- Ray Yuen told us about his idea for a Bike Rally that would be held in late August in Southeast Winnipeg (his area of the city). The purpose is to introduce people to cycling routes in that part of the city, and to have fun. He's approached a food sponsor and the area's three city councillors for three \$500 grants to cover all other costs, he's consulted with Jackie, and a few other BttF members have been asked about ideas. Ray would expect ~50 participants. He'd do all organizing, but would want BttF to publicize the event and provide a few volunteers.
- We discussed the issue of insurance. It may be a show stopper. Bike to Work Day used the City's insurance. Many rides use the Manitoba Cycling Association's insurance, but all participants must be MCA members. Event insurance is available. **Action:** Ray will contact Kevin if he resolves this insurance issue, and then Kevin will contact all directors for approval to support the Bike Rally.

### **13. Board Succession**

- Our fall AGM is only a few months away. All directors should begin to think about how they'd like to serve in 2009. We currently only have 11 directors (one vacancy). The Events & Fundraising Committee does not have a director. Website & Communications will be vacant as of the AGM. Etc. Perhaps we should form a nominations committee that would put together a slate of directors for the AGM. The committee could talk to Fall Forum attendees about serving on the BttF Board.

### **14. The City's \$17.9M alternative transportation funding**

- On June 15<sup>th</sup>, Bartley Kives wrote a Free Press story about Mayor Sam Katz having a July 18<sup>th</sup> deadline (now July 31<sup>st</sup>) to determine how to allocate \$17.9 million in Federal alternative transportation funding. Richard Milgrom has briefed his internationally renowned guest speakers about this; he hopes to generate media attention, and he's invited BttF to be a part of it.
- We discussed Active Transportation Advisory Committee recommendations that weren't funded in 2008, and whether the \$17.9 million is really targeted to rapid transit; we don't want to get into a competition with them. The City Committee should decide if they want to get involved. The Provincial Committee might also be involved because of potential matching provincial dollars.

### **15. Red River Floodway workshop on July 2nd**

- Our rep to the Floodway Authority, Ted Mann, submitted a written report about the workshop: "There is a long term plan for a greenway basic trail that is paved and has shelter from the wind, but there were no specifics. I pushed for an extension of the Northeast Pioneers Greenway all the way to Lockport. There was a consensus that the bike trail should go on the west side of the floodway, and any motorized recreation on the east side. Cycling access to Springhill and Birds Hill Park was also suggested. My suggestion that a bike path run the entire length of the floodway was less warmly received. There is no specific budget for floodway trails, so I think we should push hard to get as much as we can -- like bike paths on all the bridges, which is an idea I was told has been ruled out. We have a golden opportunity to get this greenway built, but I think it will take a lot of effort to get it right. Please let me know if you have any important ideas you think we should suggest in subsequent workshops."

### **16. Temporary/portable bike parking at events**

- The temporary/portable bike parking (and valet service) on Bike to Work Day at the Pancake Breakfast at The Forks was a great idea. The City provided it. They should provide a similar service to the many other large events held in the City. Mark mentioned that the Jazz Festival would be interested in a proposal.

**Action:** Mark will put together a proposal to have mobile bike racks available for similar events.

### **17. Minutes from the June Monthly Meeting**

- We forgot to review and approve them. The Chairperson and Secretary apologize. We'll review and approve two Monthly Meetings' minutes next month.

### **18. August Monthly Meeting**

- Our August Monthly Meeting is on Tuesday August 12<sup>th</sup> at 5:30. Unlike today, hopefully it'll be a beautiful summer day, so we'll tentatively set the location for Central Park, but the website will be updated that morning if the weather is iffy (or worse).



**Income Statement - Apr 1 '08 to Jul 8 '08**  
**Financial Statement**

	Account	DB	CR		Net
<b>Revenue</b>					
	Donation	2,800.00		\$	2,800.00
	Interest	1.38		\$	1.38
	Membership	715.00		\$	715.00
				\$	<u>3,516.38</u>
<b>Expenses</b>					
	Admin cost		252.06	\$	(252.06)
	BTWD	640.23	2,640.23	\$	(2,000.00)
	Conference	30.00	30.00	\$	-
				\$	<u>(2,252.06)</u>
<b>Net earnings YTD</b>					<b>\$ 1,264.32</b>
<b>Opening retained earnings</b>					<b>\$ 2,498.31</b>
<b>Closing retained earnings</b>					<b>\$ 3,762.63</b>
		<b>\$ 4,186.61</b>	<b>\$ 2,922.29</b>		



**General Ledger**  
- Activity to July 8, 2008

Date written	Bank Date	Acct	Payee	Memo	CK#	CR	DB	Balance
				<b>Balance Forward</b>				<b>\$ 2,498.31</b>
31-Mar-08								
25-Apr-08		Donation		MEC bag donation			\$ 2,400.00	\$ 4,898.31
25-Apr-08		Donation		MCA donation for M/B Budget printing			\$ 400.00	\$ 5,298.31
25-Apr-08		Membership		Deposit			\$ 50.00	\$ 5,848.31
30-Apr-08		Interest		Interest			\$ 0.36	\$ 5,848.67
12-May-08		BTWD	Anders Swanson	Contempra Signs	26	\$ 117.60		\$ 5,731.07
9-May-08		BTWD	Ken Gerrard	BTWD Website	25	\$ 500.00		\$ 5,231.07
13-May-08		Admin cost	MB Eco Network	MB Membership renewal	27	\$ 50.00		\$ 5,181.07
		Membership		Deposit			\$ 20.00	\$ 5,201.07
19-May-08		Membership		Deposit			\$ 20.00	\$ 5,221.07
22-May-08		Membership		Industry Images inv 2599 - Posters	28	\$ 109.77		\$ 5,111.30
27-May-08		BTWD	Anders Swanson	Interest			\$ 0.70	\$ 5,112.00
31-May-08		Interest		Industry Images inv 2630 - Posters	30	\$ 166.33		\$ 4,945.67
1-Jun-08		BTWD	Anders Swanson	Deposit			\$ 120.00	\$ 5,065.67
1-Jun-08		Membership	War on Music	BTWD T-shirts deposit	31	\$ 1,880.00		\$ 3,385.67
		Membership		Deposit			\$ 5.00	\$ 3,390.67
10-Jun-08		BTWD	Anders Swanson	Industry Images inv 2724 - Posters	32	\$ 66.53		\$ 3,324.14
17-May-08		Admin cost	Jackie Avent	Special membership meeting food	29	\$ 10.89		\$ 3,313.25
		Interest		Interest			\$ 0.32	\$ 3,313.57
24-Apr-08		Conference		Journal entry - ck#12 stale dated	12		\$ 30.00	\$ 3,343.57
2-Jul-08		Admin cost	Alan Fordart	Dreamhost inv#319764 - Website domain	33	\$ 83.65		\$ 3,259.92
3-Jul-08		Admin cost	Jackie Avent	Contempra inv#92491 - Blif Banner	34	\$ 107.52		\$ 3,152.40
8-Jul-08		BTWD		Invoice to BTWD			\$ 640.23	\$ 2,792.69
8-Jul-08		Conference	Planners Plus	To replace ck#12 - Oct Green Conference	34	\$ 30.00		\$ 2,762.69