

# Bike to the Future Monthly Meeting

June 14, 2011 – 5:37 to 7:00 PM  
Sport for Life Centre, 145 Pacific Ave

## Minutes

### Directors:

**Present:** Kevin Miller (note taker), Liz Erickson, Tom McMahon, Mark Wiehler, Mark Cohoe, Charles Feaver, Loren Brault

**Regrets:** Dave Elmore, Vicky Reaney, Curt Hull, Shona Kusyk

**Absent:** Bill Newman

### Members:

**Present:** Sandra Schetler (facilitator), Rosanne Ritchot (staff), Lauren Seymour, Leesa Carter, Bryan Goods, Guy Madill, David Wieser, Laura Belanger, Chris Chypyha, Anders Swanson, Glenn Stanley, John Anderson, Dana Mackie

**Regrets:** Gareth Simons, Shannon Keys, Jeremy Hull

**Note:** For all items listed as “(update)”, please see the minutes from previous months’ meetings.

<http://biketothefuture.org/about/meetings>

### 1. Introductions

- Everyone introduced themselves. Kevin introduced Rosanne Ritchot as BttF’s Office Administrator and Bicycle Valet Winnipeg’s Executive Director. Rosanne started work two weeks ago with David Wieser and others at a Bicycle Valet Winnipeg event, and she has started to receive some training from Kevin Miller.

### 2. Minutes from the May Monthly Meeting / Agenda

- The minutes, which have been posted for three weeks at <http://biketothefuture.org/about/meetings>, were briefly reviewed. The agenda was briefly reviewed. Approved by consensus.

### 3. Monthly Meetings during the summer – Kevin Miller

- Kevin asked if we should have Monthly Meetings in July & August, as we have had in past years (although we didn’t have one in August last year). The consensus was “yes”, so Kevin will reserve a room at the *Sport for Life Centre* for July & August and also for the fall.

### 4. Media Requests -- Kevin

- BttF’s only contact info is [contact@biketothefuture.org](mailto:contact@biketothefuture.org) and a postal address. Media requests come to [contact@biketothefuture.org](mailto:contact@biketothefuture.org), which is auto-copy-forwarded to Kevin’s personal email address (and now also to Rosanne’s personal email address), and media requests are usually very time sensitive, so unless Kevin (or Rosanne) is constantly checking email, opportunities can be missed. We considered the possibility of providing Rosanne with a cell phone, but it’s not cost-beneficial, and not fair for a very-part-time contract staff person to be “on-call”, so we decided that the status quo will continue.

### 5. 1 Metre Please – Charles Feaver

- Charles showed us a green “race bib” measuring ~20cm x ~15cm with *1 Metre Please* on one side and BttF info on the other side. Add 4 safety pins, pin it on your shirt, and it works. It will be given out at the 20 Pit Stops on [Bike to Work Day](#).

### 6. Osborne Bridge Rehabilitation (update) – Mark Cohoe

- Mark would like the City to use any money left over from the project to purchase some of Shell’s Osborne Street frontage, which would give the City the space to connect the bridge’s bike lane with the Roslyn Road bike lane.
- The City will not be creating a temporary crossing of Osborne Street (just north of the bridge ... to connect Mostyn with Assiniboine Ave during construction), but the “under bridge” crossing should soon be passable.

### 7. Mobile Display Unit (update) –Kevin Miller (for Dave Elmore)

- Construction of it has started, and it should be ready within the next month.

## **8. Winnipeg Cycling Map 2011 (update) – Anders Swanson**

- Distribution of the paper map started over two weeks ago.
- A Google-based interactive version of the map is now available. See <http://biketothefuture.org/news/archives/2011/06/20/winnipeg-cycling-map-2011-launches-on-may-2>.
- The City funded the development of the map (printing and other aspects), but volunteers did all the work. Tom McMahon specifically thanked Anders, Curt Hull, Currie Gillespie, and Ted Mann on behalf of all cyclists.

## **9. Bike to Work Day (update) – Anders Swanson**

- See the email messages that Andraea (the contracted Event Coordinator) has been sending out.
- If Bike to the Future would like any of its info to be available at the BtWD 20 Pit Stops, [contact Andraea](#).

## **10. Visioning / Strategic Planning (update) – Mark Wiehler**

- The Strategic Planning Committee, which was formed at last month's meeting, has met, communicated via email, and brainstormed:

### **Visioning Process**

How will we implement this visioning process? Can we name this process so we do not imply a complete revisioning? How will we present information to the membership? Will we make a list of recommendations?

### **Setting Priorities and Budgets**

How do we set priorities for action and spending? How do we match these priorities with our available human and financial resources? Do we need a more formal budget to be presented each year? If so, who should prepare the budget and how? How are our volunteer resources incorporated into the budget? How are budgets presented and approved?

### **Monthly Meetings**

What functions are the monthly meetings intended to fulfill? Is the scope of the meetings appropriate? How do we prioritize topics for monthly meetings? Consensus method? How do we enable members and others to participate in the discussion of cycling issues?

### **Involvement of Members**

What avenues do we have to communicate with members and involve them in the organization? Which avenues are working well? What additional ways should we consider? Forum? Who do we intend to represent? Are we trying to represent the interests of potential cyclists as well as current cyclists? Do we want to have organizational or corporate members? What classes of membership should we have? How can we generate revenue? Charitable status? Donations? Fundraising?

### **Organizational Structure**

How much responsibility and authority do Directors and committees have? What kinds of decisions or actions are they free to take on their own, and what kinds of decisions or actions do they need to bring back to the full board? How should committees and sub-committees relate to the board? What about regional or stewardship groups? Are the current standing committees meeting our needs? How do we keep a balance between committees and activities, and human resources required for the committee work?

- The committee will continue to meet/discuss, then bring ideas to a Monthly Meeting for discussion and feedback, then meet again, then bring recommendations to a Monthly Meeting for implementation. Some changes may affect our By-laws, so they would be implemented at our AGM in November.

## **11. South Winnipeg Active Transportation Initiative (update) – Mark Cohoe**

- Mark recently met with Janice Lukes (Winnipeg Trails Association -- WTA) and a rep from the UofManitoba. It went well. The UofM wants to see AT connections, and is very interested in partnering with BttF and the WTA.

## **12. City Sub-Committees (update) – Mark Cohoe**

- Meetings have happened.
- The *Connecting the Dots* initiative will consist of autumn workshops, rides, developing ideas (suggestions of routes), and identifying challenges and opportunities. It will have a grassroots-driven, public focus, and will be an ongoing process.
- Mark is running behind in writing minutes and reports. Charles recommended using Pro-Bono students if needed.

### **13. Grants (update) – Mark Wiehler & Kevin Miller**

- Mark W had nothing to report, but Kevin mentioned that we have been contacted by Mountain Equipment Co-op's Andrew Dunn to discuss 2011 Partnership Agreement Funding.
- Mark C suggested using the MEC Partnership funding for *Connecting the Dots*. Kevin mentioned that we had earmarked part of the 2010 funding for a website technical redevelopment, but all 2010 Partnership Funding had all been used by the Mobile Display Unit.

### **14. City of Winnipeg Leisure Guide *City Cycling* course (update) – Dave Elmore's report**

- During May, two sessions of the course were delivered by Dave Elmore and Curt Hull (Jeremy Hull assisted as well) to 21 participants. This year the registration was adequate to justify running the courses, and that is likely a result of significant effort on the part of BttF, Green Action Centre, and others to not only get the message out, but to keep reminding people. BttF also offered a discount for its members which attracted 2 of the participants. It would appear that the City is interested in continuing and expanding the availability of these courses, however there are a few things that need to be addressed:
  - In order to expand availability, we need more instructors.
  - The City has limited the time for the course to 4 hours. This is not sufficient to cover the course material thoroughly enough, and is a stretch when taking riders (who are, for the most part, beginners) from riding around on residential streets to riding in heavy traffic. It has always been our intention to deliver the courses in 2 modules: one for beginners and one for more confident riders. We will have to discuss this with the City.
  - The registration for these courses is still a bit of a problem. Without the effort that was undertaken to get the word out, it is doubtful we would have filled these courses. We need to look at other ways to ensure that the availability of the courses can reach a broad audience.

### **15. Bicycle Valet Winnipeg (BVW – update) – David Wieser**

- Kids Fest was successful, and the Red River Ex is next. Bike to Work Day, Canada Day, and Blue Bombers games are also on the BVW schedule of contracted events (paid for by the event organizer).
- Rosanne is learning a lot about how BVW operates.
- To thank the Winnipeg Blue Bombers for contracting BVW to provide a bicycle valet service, you can contact Jim Bell (President) at [bbombers@bluebombers.com](mailto:bbombers@bluebombers.com).

### **16. Bike Counts – Jeremy Hull's report**

- Jeremy is looking for more volunteers to do bike counting on Bike to Work Day. He can be contacted at [hull.jeremy@gmail.com](mailto:hull.jeremy@gmail.com).
- Spring bike counts are completed, and Jeremy is just waiting for a few more tally sheets to come in. He expects to have a report & analysis of trends completed by next month.

### **17. Membership (update) – Kevin Miller**

- Our Membership database was last updated in October. We have a stack of completed paper forms and an email folder of PayPal confirmations. This is a task that Kevin will assign to Rosanne soon, but first the developer of the Membership app will meet with Rosanne to provide training.
- The fact we haven't had a Membership Committee Director since last November's AGM means that we don't really have any current initiatives to attract and retain members. Charles offered to help.

### **18. Financial report –Liz Erickson**

- The financial reports are attached.

## 19. Safety & Education report – Dave Elmore’s report

Not a lot to report in terms of real progress in the development of cycling training and skills program. There are a number of projects underway through a variety of groups that will contribute to educating drivers and cyclists, however they are targeted to either specific messaging or will not really be that effective at reaching the audience they are intended to reach (IMO):

- The Safety Committee on Active Transportation (SCAT) is working on a final document that will provide key messaging related to the safe use of the new infrastructure in Winnipeg. SCAT contracted with Jeremy Hull and Cara Fisher (The WREnCH), both of whom are Can-Bike instructors to produce the base information and key messaging outline for each type of infrastructure and the SCAT group is not working on some final edits before the document is released. The purpose of the document is that it would be used by any of the agencies (City, Province, MPI, WRHA, etc) delivering safety information to the public about the new infrastructure to ensure consistency of messaging. While this is a useful exercise, it deals only with the new infrastructure and not what a cyclist can/should do when they are not on that infrastructure.
- The City is proceeding with their consultant to develop a communications plan to address the new infrastructure. The specifics of what will be communicated or how it will be communicated have not been made clear, however it is expected to be communicated very soon.
- MPI is still finalizing their web content on cycling which Dave Elmore had a hand in writing. While it will be relatively complete, there are still a number of areas where we would like to see things better defined (example riding 1 metre from the edge of the road) however MPI feels that they must be consistent with the Highway Traffic Act. They are simply staying on the fence related to some items. The content has been reviewed in depth several times and is now in the final stages of being posted. No date has been provided for the launch.
- MPI has also developed a cycling safety handbook. This was initially developed by their communications people based on the web content and without any consultation with BttF. Just prior to planning to launch it they contacted BttF and provided us with what was more or less a final draft. We provided a long list of concerns and corrections to which they did respond and make some changes. Unfortunately the booklet will still lack some clarity as MPI did not want to expand the booklet beyond the already developed number of pages. They are relying on people to go back to the website to get more detail. We were successful in getting them to include a motherhood statement that the booklet did not contain everything that cyclists needed to know and that they should go to the website for more detail. The booklet apparently will be distributed through bike shops (I don't believe they have even contacted them yet) and MPI locations throughout the city/province.
- MPI has also developed (again without consulting BttF) a cycling safety training presentation and trainer information package. They plan to distribute this to schools and workplaces so that the tools can be used to provide students and/or staff with cycling safety information through a presentation including some video footage. We only recently learned of this and have requested to see the training package. The main concern that we have voiced is that they are expecting individuals with no background in cycling safety and skills to present this information. MPI has agreed to send us a package for review but hope to get it out soon.
- MPI is undertaking a “Road Safety Consultation” and has produced a discussion paper on same. BttF was invited to provide comments on the process and consultation which we did and have been subsequently been asked to meet with MPI on June 29th. The discussion paper offers little in terms of cycling content other than the MPI bike rodeos that have been around for some time. There is a mention of MPI’s role in educating the public, however it is not clear what exactly needs to be done to properly educate the public and how can this be done most effectively. The Safety Committee (myself, Curt, Jeremy, and Howard) will be meeting with MPI and hope to make inroads into getting them committed to some kind of program. There are numerous areas that need to be addressed including:
  - The driver education program
  - Cycling skills training for adults
  - Program of cycling safety and skills for older children/teens (the rodeos are appropriate for K to grade 3)
  - Existing driver education/information
  - Potential for cost sharing programs with the City/province.

A public education program that reaches both drivers and cyclists is needed in order to increase both knowledge and understanding. An effective program would have to use a diverse approach which goes beyond simple media campaigns. BttF has been recommending a community based social marketing (CBSM) campaign that is directed at behaviour change. CBSM is a practical approach that involves direct contact with the community and focuses on addressing the barriers that prevent people from changing their behaviour. This would of course require funding for a non-governmental group to develop and run a program.



**Income Statement - Year to Date - May 2011**  
**Financial Statement**

	Account	DB	CR	Net
<b>Revenue/Partnerships/Grants</b>				
	Interest	1.12		\$ 1.12
	Membership	221.02		\$ 221.02
	Donation	40.00		\$ 40.00
		262.14		\$ 262.14
<b>Expenses</b>				
	Admin Cost		199.77	\$ 199.77
	Bike Shorts	50.00	50.00	\$ -
	Cycling Map		300.00	\$ 300.00
		50.00	549.77	\$ 499.77
	<b>Opening retained earnings</b>			<b>\$ 11,702.35</b>
	<b>Net earnings YTD</b>			<b>\$ (237.63)</b>
	<b>Closing retained earnings</b>			<b>\$ 11,464.72</b>
		<b>312.14</b>	<b>549.77</b>	<b>-237.63</b>

**Note:** As of Apr 1 '09 T-shirts had yet to recover \$497.64 of cost **T-shirt net to date:** \$ -

**Note:** Opening retained earnings includes **\$450 liability for July 25, '08 Scavanger Hunt grant**

**Note:** Opening retained earnings includes \$633.57 for the first MEC Partnership Grant and \$3000 for the second MEC Partnership grant. See breakdown of funds spent and earmarked on Grants & Partnership report.

**Note:** Bike Shorts International Fan Favourite cheque for \$50 written in October 2010. The cheque was mailed in October and returned undeliverable. There was coorespondence with the winner and the cheque was promptly resent. Cheque was considered stale dated at the end of April so the funds were put back into general use. Payee cashed the cheque in May and the ACU processed it.



**General Ledger**  
Fiscal Year to Date - May 31, 2011

01-Apr-11		Balance Forward						\$ 11,702.35
Date written	Bank Date	Acct	Who	Memo	Ck#	CR	DB	Balance
15-Oct-10	13-May-11	Bike Shorts	Laura Newman	International Fan Favourite	88	\$ 50.00	\$ 50.00	\$ 11,702.35
13-Apr-11	26-May-11	Admin Cost	Minister of Finance	Annual Return on Information	97	\$ 25.00		\$ 11,677.35
26-Apr-11	05-May-11	Admin Cost	MB Eco Network	Annual Membership	98	\$ 50.00		\$ 11,627.35
	30-Apr-11	Interest	ACU	Credit Interest			\$ 0.55	\$ 11,627.90
16-May-11	31-May-11	Cycling Maps	Chelsea May	Proof Reading Cycling Map	99	\$ 300.00		\$ 11,327.90
	17-May-11	Membership	Liz Erickson	Deposit			\$ 110.00	\$ 11,437.90
	17-May-11	Donation	Liz Erickson	Deposit			\$ 40.00	\$ 11,477.90
20-May-11		Membership	Paypal	Membership \$\$ in Paypal used to pay Dreamhost			\$ 10.02	\$ 11,487.92
20-May-11		Admin Cost	Dreamhost	Webhosting (paid via Paypal - \$9.95 USD)		\$ 10.02		\$ 11,477.90
24-May-11		Admin Cost	University of Winnipeg	Meeting space for AGM	100	\$ 78.75		\$ 11,399.15
	25-May-11	Membership	Kevin Miller	Various Memberships			\$ 65.00	\$ 11,464.15
30-May-11		Membership	Paypal	Membership \$\$ in Paypal used to pay costs below			\$ 36.00	\$ 11,500.15
30-May-11		Admin Cost	Linda Hull	Member incentive to attend Cycling Skills Course		\$ 18.00		\$ 11,482.15
30-May-11		Admin Cost	Shannon Keys	Member incentive to attend Cycling Skills Course		\$ 18.00		\$ 11,464.15
	31-May-11	Interest	ACU	Credit Interest			\$ 0.57	\$ 11,464.72

Please note entry for cheque #88 written on October 15, 2010. The cheque was mailed out to the International Fan Favourite for the Bike shorts. It was returned undeliverable. There was coorespondence with the winner and the cheque was promptly resent. Cheque is now stale dated and the funds are available for BttF use. Winner has not contacted us looking for payment. If, in the future we are contacted, a new cheque can be produced and sent.

## Grants, Partnerships & Projects

Cheque # or Meeting / Agenda

<b>MEC Partnership 2009-2010</b>		<b>\$5,000.00</b>
Anders Swanson - One Green City	chq 72	\$2,000.00
Anders Swanson - One Green City	chq 77	\$1,000.00
Dreamhost - Webhosting	Paypal	\$99.87
Expenses at Conf - M Cohoe	chq 83	\$500.00
Website work - Spyware/Virus Removal	chq 82	\$266.56
Grant Writing - Darren Grunau	chq 96	\$500.00
<b>Total Available</b>		<b>\$633.57</b>
<b>Earmarked from available</b>		
<b>Total earmarked funds from MEC Partnership</b>		<b>\$0.00</b>
<b>MEC Partnership 2010-2011</b>		<b>\$3,000.00</b>
<b>Earmarked from available</b>		
Website Rebuild - October meeting	Oct	\$1,800.00
Display and Trailer - October meeting	Oct	\$2,500.00
<b>Total earmarked funds from MEC Partnership</b>		<b>\$4,300.00</b>
Please note that the \$633.57 remaining unearmarked from the 09/10 grant can be put towards items earmarked in the 10/11 grant.		
<b>Bike to the Future - Bike to Work Day Project Start Up</b>		<b>\$2,000.00</b>
<b>Bike to the Future - Bike Valet Winnipeg Project Start Up</b>		<b>\$500.00</b>
<b>MEC - (Bike Valet specific grant)</b>		<b>\$2,800.00</b>
David Wieser - BVW	chq 79	\$2,800.00
<b>MPI - (Bike Valet specific grant)</b>		<b>\$1,750.00</b>
David Wieser - BVW	chq 84	\$1,750.00
<b>ACU - Bike Valet specific grant)</b>		<b>\$4,000.00</b>
David Wieser - BVW	chq 91	\$4,000.00
<b>DMSMCA - (Bike Valet specific grant)</b>		<b>\$1,800.00</b>
David Wieser - BVW	chq 93	\$1,800.00