

Bike Fitchburg Monthly Meeting
Fitchburg Public Library
Monday, May 22, 2017 @ 6:30 p.m.

Attendees: Steve Arnold, Roger Bass, Sami Clausen-Ruppert, Rich Eggleston, Bill Hauda, Joe Imilkowski, Steve Meiers, Matthew Jones, Darryl Jordan, Kay Lum, Liz Sprehe, Jennifer Ullman, and Liz Zimdars.

- i. **Introductions:** J. Ullman began the meeting at 6:30 p.m. and brief introductions were made by all in attendance.
- ii. **Approval of April 2017 Minutes:** The minutes were voted on and the motion passed. 1st: Matthew; 2nd: Liz.
- iii. **Board/Advisory Board Roles:** Roger Perkins accepted our invitation to serve on the Advisory Board. The group voted on Roger's Advisory Board role and the motion passed. 1st: Matthew; 2nd: Kay. Steve Arnold will continue to support the group in an informal capacity. In addition, the group discussed and voted in Liz Sprehe as Board Secretary. Liz provided the group a brief update on her background and interest in serving in this role. Motion was passed. 1st: Kay; 2nd: Darryl. Board of Directors count is now at (6) members per by-laws.
- iv. **Treasurer's Report:** Jennifer updated the group on the current bank account balance(s).
- v. **Leopold Summer 2017 Bike Rides to the Fitchburg Library:** Sami, guest from Leopold School, and Liz, guest from the Fitchburg Public Library, provided additional context and background about the rides, in coordination with Bike Fitchburg. Sami and Liz also reviewed the marketing activity taking place to promote the summer rides at both the school and the library. Matthew also updated the group on the liability form that will be presented at the rides. The first ride is June 3.
- vi. **May and June 2017 Bike Counts:** Matthew and others presented a recap of the bike counting events. Three year project total and trends to be presented to city staff – in progress.
- vii. **PR/Marketing/Communications:**
 - a. **Press Release:** Jennifer and Matthew prepared a draft press release announcing the receipt of official 501(c)(3) status. Bill Hauda, Tony Hartmann and Thad Schumacher provided comments on the draft release. The group took some time at the meeting to review and provide additional edits on the release. Darryl provided edits as well. Press release was finalized subsequent to the meeting and sent out to the PR/ media list.
 - b. **Website/Blog:** Updates continue to be made to the Bike Fitchburg Website.
- viii. **Old Fitchburg on Badger Trail:** Bill provided an update on the possible project and proposed timeline.
- ix. **Old Business:**
 - a. Steward Tunnel: contracts have been awarded.
 - b. Pick Me Up at the Border Ride 2017: taking place on October 6, 2017. Thad and Matthew are the main contacts for the ride. Continue to market the ride.
- x. **New Business:**
 - a. 501c3 work: Attorney's provided the group over \$4,000 in pro bono work. Group recognized and thanked Gary Berger for his assistance in this area as well. Thank you cards were sent to the law firm who assisted with the non-profit formation work.
 - b. BBQ/Get-Together: Jennifer and Matthew are planning to host a summer event for the group. Details are forthcoming.
 - c. Steve Arnold: Recognition and gratitude were expressed to Steve Arnold for all of his service on the City Council and as Mayor.
 - d. Bike Safety Course: Steve Arnold mentioned that he took the course on May 23.

Meeting adjourned at 8:00 p.m. Motion passed. 1st: Bill; 2nd: Jennifer.