

Bike Fitchburg – June 2025 Meeting Minutes

Bike Fitchburg makes biking and walking easier, safer and more fun in Fitchburg, Wisconsin



Monday, June 23, 2025 / 7:00-8:30 pm / Fitchburg Senior Center

A. Call to Order, Roll Call, Welcome, Introductions – Darryl

- a. Call to Order at 7:08pm
- b. Attendees – Darryl, Steve, Carol, Mike, Mark, Thad
- c. Guests – Andy Potts, Paula Romeo, Thad Schumacher

B. Approval of Past Minutes for May 26, 2025

- a. Minutes approved with corrections to update planned events commentary.

C. Planned Events

- a. See the updated list of Bike Fitchburg 2025 Events [<HERE>](#)
- b. During Farmer's Market table and ride event for CWAFF, Steve met someone from the joint Fitchburg/Verona Rotary. Suggestion for scheduling a marketing presentation. Mark to follow up.

D. Vision Statement Revisit

- a. *See attached vision statement in addendums.*
- b. We should add verbiage to include active transportation, recreation, plus walking.

E. Programs Definitions

- a. *See attached Program Definitions in addendums*
- b. [GuideStar](#) is a location where you can look up non-profits and obtain a grade for transparency
 - i. [Bike Fitchburg](#) is a SILVER transparency for 2025
 - ii. This is a location where we might want to log our programs.
- c. **REMINDER >>** Please review the program definitions as feedback will be an agenda item in July.

F. SMART Cycling: Instructor Sign-Up & Student Recruitment

- a. The June event will be cancelled since there is only one participant signed up.

G. General Opens / 2 min Program Updates / or Help Needed

- a. **Bicycle Friendly Business Outreach – Steve**
 - i. Request to complete the surveys for this round of submissions.
 - ii. Current businesses pursuant to become a Bicycle Friendly Business are:
 - 1. Tati Company
 - 2. Flight Wine & Bourbon Bar
 - 3. Terravessa
 - 4. Possibly Blue Ridge Madison

b. Cycling Without Age Fitchburg – Mark

- i. Farmer's Market table events brought in \$18.50 + \$11.00
- ii. Pedal Palooza
 - 1. CWAF Donation Box brought in \$81.00
 - 2. Memorial CCC is leaving their fundraising open until the end of June, but so far they have collected \$1200.00 including the \$500.00 donation from Fitchburg Family Pharmacy.
 - 3. Channel 3 did a "In the 608: Pedal Palooza in Fitchburg" article. You can view it [HERE](#)
- iii. We are working on a request forwarded by Wisconsin Bike Fed to provide a trishaw ride to someone in Sun Prairie. This would give us additional marketing visibility.

c. Bicycle and Pedestrian Plan – Andy

- i. Target is an October completion.

d. Kyle Stiegert Greenway Update – Steve

- i. Discussion back and forth with city on prior plan of gravel path and culverts versus grass path instead of gravel path so that things are going to be much easier to construct. This would look a little bit like the Dolly Prairie along Cannonball, where they have that extensive Prairie with the mowed paths, although our area will be much smaller.
- ii. Plans include bicycle parking and repair stand on 8x16 foot concrete slab.

e. Better Connected Trail System – Steve

- i. People for Bikes are releasing their city ratings.
- ii. Ratings go from 0 to 100 based upon a weighted percentage of census blocks where you can get other census blocks within 1.3 miles. A city with a score over 50 is performing strongly.

Adjournment at 8:21pm

Next Meeting is July 27th – Fitchburg Senior Center

Addendums

1. Treasurer Report

Through June 30, 2025

Checking balance \$17,395.44; savings balance \$1803.36

Last month we spent \$68.97 with Einstein Bagels for Bike Week commuter station coffee, \$100 with the League of American Bicyclists for two Bicycle Friendly Business (BFB) application fees, \$30 with Bicycle Benefits for a business member starter kit to replenish inventory, and \$502.66 to Minuteman Press for Bike Fitchburg and Cycling Without Age (CWA) Fitchburg flyers. I paid carol \$107.23 by check for event snacks.

We received \$122.52 after fees for my Facebook birthday fundraiser for CWA Fitchburg, \$68.97 from Fitchburg Family Pharmacy to sponsor Bike Week commuter station coffee, \$45 from RunSignUp (a \$15 registration for Pick Me Up and a \$30 donation), \$110.50 in donations for CWA from two visits to the Farmers Market and (mostly) Memorial UCC's Pedal Palooza proceeds, and \$25 from Paula Romeo for a dew rag.

We earned \$0.04 in interest on savings.

Inventory increased to \$190 for dew rags and Bicycle Benefits materials with the sale of a dew rag and restocking of Bicycle Benefits material.

The checking account balance includes restricted amounts:

- i. \$882.66 from the AARP grant for Greenway System signage (unchanged),
- ii. \$14,508.48 in the Kyle Stiegert memorial fund (unchanged),
- iii. \$607.23 in the Cycling Without Age fund (decreased \$2.14 from the purchase of CWA Fitchburg flyers net of donations), and
- iv. \$75 in registrations for iPick Me Up! (increased \$15).

Future expected transactions include \$1500 from the Chamber for organizing the Draft Picks Ride. We still need to buy more spike anchors, the hardware used to install bike parking racks in concrete.

Our net worth decreased by \$513.65 to \$3248.56 in June, mainly due to snacks, BFB application fees, and brochure printing.

Board members and advisors are reminded that the registration for our signature ride and fundraiser, iPick Me Up at the Border! is open and the event is less than 3 months away. Sign up for this unique, nighttime, gravel ride and ask everyone you know to do the same! Registration is also your annual opportunity to donate to Bike Fitchburg, Inc., to support our programs. Any amount is welcome and RunSignUp will automatically send you a receipt for which you can get a deduction next tax season.

Respectfully submitted,
Steve

2. Social Media

Date	1/27/2023	1/22/2024	2/18/2025	4/28/2025	6/5/2025	7/1/2025
Facebook Forum members	562	627	667	665	669	678
Facebook page followers	618	712	753	754	763	770
E-mail addresses to add	200	0	100+	100+	?	115+
E-mail list addresses	71	349	391	391	389	391
Instagram	240	290	332	390	334	341
Threads		40	67	69	69	69

3. Vision Statement

Bike Fitchburg envisions a vibrant, Bicycle Friendly Community where everyone—regardless of age or ability—can ride safely, confidently, and joyfully. We strive to cultivate a welcoming bike culture in Fitchburg by championing safe and convenient infrastructure, fostering inclusive education, and celebrating bicycling as a powerful tool for connection, sustainability, and well-being.

And here's how Bike Fitchburg fits within the bicycle advocacy ecosystem:

Bicycle Advocacy Hierarchy

- League of American Bicyclists (National)
Sets national standards by influencing federal policy, securing funding, and promoting programs that support infrastructure, safety, and education.
- Wisconsin Bike Fed (State)
Collaborates with local and state-level groups to advocate for bike-friendly policies across Wisconsin. Acts as Wisconsin's voice in national bicycle advocacy efforts.
- Bike Fitchburg (Local)
Partners with city leadership, agencies, and community groups to implement bike-friendly practices and programs in Fitchburg. Focusing on local infrastructure, education, and cultural engagement to make biking accessible and enjoyable for all residents.

4. Bike Fitchburg Programs

Municipal bike and walk advocacy

Advocate for municipal investment and policies that support active transportation:
Complete Streets, Vision Zero, and expansion of the all-ages-and-abilities biking and walking networks
Review private and Fitchburg planning and projects and make suggestions
Expansion and promotion of the Madison BCycle bike share system in Fitchburg
Designation, promotion, signage, and expansion of the Fitchburg Greenway System
Establishment of the Kyle Stiegert Greenway bicycle wayside on the Capital City State Trail

Journey to Gold Bicycle Friendly Community

Traffic counts
Bike parking census
Apply to renew Bicycle Friendly Community status by late July 2026

Encourage Biking and Walking Public Outreach

Mayoral proclamations for Bike Month, Bike to Work Day, and Wisconsin Bike Week
Commuter and recreation stations
Collaboration on Week Without Driving
Fitchburg Chamber Visitors + Business Bureau theme rides

Business Outreach

Outreach to Fitchburg businesses to:
Install or improve bike parking
Join the Bicycle Benefits customer incentive program
Become bicycle friendly in other ways
Apply to be recognized as a Bicycle Friendly Business

Senior Outreach

Smart Cycling Basics for Seniors
Rides for Joe

Bicycle safety and education

Bicycle education:
Bike rodeos (bicycle safety skills workshops for kids)
Teaching Safe Bicycling (how to run a rodeo)
Smart Cycling classes
League Cycling Instructor Seminar
Bicycle Friendly Driver
Encourage and support bicycle education in K-12 schools
Bike light giveaways

Cycling Without Age Fitchburg

Intergenerational community building by taking those for rides who can't bike on their own:
"the right to wind in your hair"
Establish a Fitchburg chapter of the international Cycling Without Age Movement
Based on the community model
Fundraising for two trishaws and a trailer
Establishing an independent non-profit for operation and maintenance