

# Bike Fitchburg – September 2025 Meeting Minutes

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



Monday, September 22, 2025 / 7:00-8:30 pm / Fitchburg Senior Center

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

- a. Call to Order at 7:04pm
- b. Attendees – Darryl, Steve, Bill, Carol, Noah, Tony, Mike, Mark, Kay
- c. Guests – Cindy Grady

## B. Approval of Past Minutes for August 25, 2025

- a. Minutes approved with no corrections.

## C. Special Announcement

- a. **The Grady family has donated \$5000 to Cycling Without Age Fitchburg.**
- b. **We are so grateful to Mike and Cindy for this donation.**

## D. Planned Events

- a. See the updated list of Bike Fitchburg 2025 Events [<HERE>](#)
- b. **Bike the Burg Wrap Party** - Steve
  - i. Reminder and invitation to attend.
- c. **Pick Me Up at the Border!** - Steve
  - i. 40 riders this year. Furthest coming from Oshkosh.
  - ii. Determined that this is still a funding benefit and our signature ride, so we will plan on continuation for 2026.
  - iii. Focus on marketing that includes highlighting that the border does not have to mean the state border but could be anyplace on the route that an individual might want to turn around.
  - iv. Next Pick Me Up event is the 18<sup>th</sup>/19<sup>th</sup> of September 2026.
- d. **Thirsty Goat Ride** – Mark H
  - i. Thirsty Goat is looking to sponsor a ride in the spring.
  - ii. Mark H is willing to help coordinate, but he needs one more person to help. Please contact Mark H if you are interested.
- e. **Bicycle Friendly Drivers Class** – Mark W
  - i. Classroom and NO road class. Class takes about 60 to 90 minutes.
  - ii. **Action Item** - Mark to coordinate meeting with Steve and Mike to discuss plan further.
- f. **Reminder that the Turkey Trot is upcoming on Thanksgiving Day.**
  - i. Looking for volunteers.

**E. Education / Schools 2026 Approach - Mark H**

- a. Mark H is going to meet with a contact at Leopold School to talk about how BF can help with bike education and safety.
- b. Idea is to come up with a curriculum that is applicable to every school. Some are education or safe routes. No funding required, just time.
- c. Mark H and Steve are going to meet with Amanda Merrick to see if BF can help with any plans, they have on the use of their funding from the HNI Grant they got from Fitchburg.
- d. Leverage Sean's Cheat Sheet that was sent to 450 schools. This list contains good list of contacts that are focused on biking and walking.
- e. *NOTE: Many of the discussion details have been extracted and placed into the 2026 Strategic Planning materials for further distillation. – Mark W.*

**F. Vision Statement Revisit**

- a. [\*See attached vision statement in addendums.\*](#)
- b. Great conversation with many ideas provided. Take away was to reduce the length of the vision statement so that it is easy to remember and can be verbalized with little effort.

**G. 2026 Strategic Vision**

- a. **MOTION** - To hold a 2026 Strategic Vision session as the agenda for the January 2026 Board Meeting was APPROVED.

**H. General Opens / 2 min Program Updates / or Help Needed**

**a. Bicycle Friendly Business Outreach – Steve**

- i. Working on next submission deadline.

**b. Cycling Without Age Fitchburg**

- i. In addition to the generous Grady family donation... Mark announced that we have secured a commitment from Wisconsin Bike Fed for use of one of their trishaws for the 2026 season.
- ii. Wisconsin Bike Fed has also committed to ensuring that we have a certified Pilot Trainer helping to provide a pool of pilots for our program.

**c. Greenway System**

- i. We received a \$100 donation from Alterra Design Homes and we purchased a path etiquette sign with the donation.

**d. Kyle Stiegert Greenway**

- i. Changes have been added to the construction plan and approved by the city staff.
- ii. Sent to Madison Metropolitan Sewer District.
- iii. Next plan is to complete a prescribed burn to remove the undergrowth and mark the trees that are planned to be removed.

**e. Better Connected Trail System**

- i. Buffer lanes on South Syene Road are open.

**f. Policy and Public Works**

- i. Nothing this month.

**g. Fitchburg Bike & Pedestrian Commission**

- i. Nothing this month.

**Adjournment at 8:27pm**

**Next Meeting is Oct 27<sup>th</sup> – Fitchburg Senior Center**

## **Addendums**

### **1. Treasurer Report**

Through September 30, 2025

Checking balance \$23,042.71 savings balance \$1803.50

Last month we spent \$202.21 for ¡Pick Me Up! snacks and \$99.80 on Decker Supply Co. for four Bicycle Friendly Business plaques for new awardees.

We received \$35 in cash and \$1413.60 from RunSignUp (\$585 in registration fees and \$613.60 in donations) in ¡Pick Me Up! proceeds for our general fund. We received a \$2000 leadership donation from Mike and Cindy Grady and collected from PayPal \$262.96 net of fees from four donations to our GoFundMe campaign back in July for the Cycling Without Age fund.

We earned \$0.04 in interest on savings.

Inventory was unchanged.

The checking account balance includes restricted amounts:

- i. \$882.66 from the AARP grant for Greenway System signs (unchanged),
- ii. \$13,308.48 in the Kyle Stiegert memorial fund (unchanged),
- iii. \$4604.54 in the Cycling Without Age fund (increased \$2304.86), and
- iv. \$0 in registrations for ¡Pick Me Up! (\$135 transferred to the general fund).

Future expected transactions include Bicycle Friendly Business application fees, annual report to the WI Dept. of Financial Institutions fee, and contributions from American Family matching Gradys' gift to CWA Fitchburg. Funds in our savings account over the minimum deposit are committed to matching future CWA Fitchburg donations.

Our net worth increased by \$1291.68 to \$6240.63 in September, primarily due to net proceeds from ¡Pick Me Up!

## 2. Vision Statement

[Back to Vision Statement Agenda Item](#)

Sep 25, 2025, 10:09:11 AM

to Bike Fitchburg Board

Thank You for all your inputs during our September board meeting. I thought that the discussion was engaging but I also found it confusing, conflicting and really hard to keep up with.

So... I am proposing that we move to this discussion board so the inputs are captured, and we can keep track of our inputs and most easily create our latest version of our Bike Fitchburg Vision Statement.

Please help bring this vision statement together so we can ratify a version during our November board meeting. We need this before our Jan 2026 Strategic Planning session and there is no meeting in December.

*Please reference these common guidelines for the creation of a mission statement and vision statement.*

**Mission Statement:** Should be clear, actionable, and present-focused. *What we do and for whom.*

**Vision Statement:** Should be inspiring, future-oriented, and aspirational. *What success looks like*

Our mission statement was ratified in the [April 2025 Board Meeting](#).

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

Vision Statement - Rev1 (As reviewed during September board meeting)

**We imagine a Fitchburg where getting around is safe, easy, and enjoyable for everyone. Whether you're walking to the park, biking to work, or rolling with friends, our streets and trails support active transportation and recreation as part of everyday life. We're building a connected community where movement brings people together—making it easier to explore, stay healthy, and enjoy the places we call home.**

**Noah created this version** during the meeting and handed me the following:

**We imagine Fitchburg where our streets and trails support biking and walking as a part of everyday life. We're building a connected community where movement brings people together and it is easier to explore, stay healthy, and enjoy the places we call home.**

<Mark W. inputs> Maybe make the last sentence read simply "A connected community where movement brings people together"

**We imagine Fitchburg where our streets and trails support biking and walking as part of everyday life: a connected community where movement brings people together.**