

# Bike Fitchburg – October 2025 Meeting Minutes

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



Monday, October 27, 2025 / 7:00-8:30 pm / Fitchburg Senior Center

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

- a. Call to Order at 7:00pm
- b. Attendees – Darryl, Steve, Bill, Noah, Tony, Mike, Mark H, Mark W, Kay
- c. Guests – None

## B. Approval of Past Minutes for September 22, 2025

- a. Minutes approved with minor correction to Vision Statement grammar.

## C. Board Member Addition Motion

- a. Mark W submitted a motion to add Mark Hamilton to the Bike Fitchburg Board.
- b. Passed with unanimous AYE.
- c. WELCOME Mark Hamilton to the Bike Fitchburg Board !!

## D. Planned Events

- a. See the updated list of Bike Fitchburg 2025 Events [<HERE>](#)
- b. We are entering the time of year where there are no BF hosted events on the calendar.
- c. **Reminder that the Birdie Derby is coming on Thanksgiving Day.**
  - i. Looking for volunteers.

## E. Vision Statement Revisit

- a. Motion to the below text this as our vision statement was approved.
- b. “We imagine a Fitchburg where our streets and trails support biking and walking as part of everyday life: a connected community where movement brings people together.”

## F. 2026 Strategic Vision

- a. [5 questions](#) to consider were discussed and are listed in the addendum for your consideration.
- b. Mark will schedule individual discussions for early Dec and early Jan to collect input. Email will be sent in the last week of Nov. to coordinate with each person.

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

### a. Bicycle Friendly Business Outreach – Steve

- i. Working on next 4 submissions with a deadline due date of 10/3 for 10 Pin Alley / Tabby and Jacks / Juniper Apartments / Alterra Design Homes
- ii. Beginning an audit of signage visibility for current Bicycle Friendly Business. Each will get a walk-by and those that could use improvement will be noted and contacts contacted with suggestions.

**b. Cycling Without Age Fitchburg**

- i. We provided rides to 10 residents of the Renaissance Senior Living of Hilldale.
- ii. Last ride of the season. Expect to reopen in May 2026, but weather permitting we might get in a couple of rides earlier.
- iii. We ordered 2 batteries at a cost of ~ \$1200 for use next year. Batteries were at 1 bar left of the last battery at the end of 3 hours / 9 miles of rides at Renaissance.
- iv. We are looking at priority between ordering our trishaw or buying the trailer for storage and transport. Decision pending. Trailers cost \$40 per event to rent and trishaw orders take months to fill.
- v. BF got access to the bike and pedestrian counters. There was 3 years' worth of data on some of the counters. This will be useful as we prepare Fitchburg when they need to resubmit for Bicycle Friendly Community.
- vi. See addendum for the full [Bicycle Friendly Business: Fall 2025 Report](#)

**c. Greenway System**

- i. Still need to submit resolution to the mayor to designate our paths to be the Greenway System.
- ii. We received a \$100 donation from Altera to buy a path etiquette sign. Still needs mounted.

**d. Kyle Stiegert Greenway**

- i. Working with the city on their request to provide \$\$\$ for a property improvement agreement with would see withdrawals every time they do anything for direct and indirect cost. Bike Fitchburg is not supportive of this idea. Counterproposal back to city is under consideration.
- ii. This process has been slow. In March, Kyle will have passed 4 years ago.

**e. Better Connected Trail System**

- i. Buffer lanes on South Syene Road are open – pending full opening and ribbon cutting ceremony.

**f. Policy and Public Works**

- i. Nothing this month.

**g. Fitchburg Bike & Pedestrian Commission**

- i. Nothing this month.

**h. E-moto versus eBike**

- i. Looking to consolidate language. Anything that is not identified e-bike class and goes faster than 28mph needs to be called an E-moto.
- ii. This is to help separate and provide focus on those non eBikes that are creating public discussion.

**Adjournment at 8:30pm**

**Next Meeting is Nov 24<sup>th</sup> – Fitchburg Senior Center**

## Addendums

### **Treasurer Report**

Through October 31, 2025

Checking balance \$22,751.72; savings balance \$1803.55; petty cash to deposit \$2

Last month we spent \$41.09 to rent a U-Haul trailer for a Cycling Without Age Fitchburg (CWA) event, \$30 for a Bicycle Benefits business starter kit, \$150 to the League of American Bicyclists for Bicycle Friendly Business (BFB) application fees, and \$3150 to the City of Fitchburg to cover the cost of a prescribed burn of the Kyle Stiegert Greenway site.

We received \$262.86 from Paypal Giving Fund from our CWA GoFundMe campaign, \$30 from Tabby & Jack's for a Bicycle Benefits business starter kit, \$2 in cash as a CWA donation, \$3000 from American Family Insurance Foundation for CWA matching the Grady's gift, and \$50 from Alterra Design Homes for their BFB application fee.

We earned \$0.05 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. \$10,158.48 in the Kyle Stiegert memorial fund (decreased \$3150),
- iii. \$7563.45 in the Cycling Without Age fund (increased \$3221.77 from donations less trailer rental), and
- iv. \$0 in registrations for ¡Pick Me Up! for 2026. (Registration is open!)

Future expected transactions include costs of Bicycle Friendly Business award plaques, annual report to the WI Dept. of Financial Institutions fee, and \$208.64 due to the City of Madison sign shop for path etiquette signs and another donation of \$100 from Alterra Design Homes for path etiquette signs. Funds in our savings account over the minimum deposit are committed to matching future CWA Fitchburg donations.

Our net worth decreased by \$99.95 to \$6140.68 in October, primarily due to the cost of BFB applications.

Respectfully submitted,  
Steve

## Outreach Metrics

Date	Facebook Forum members	Facebook page likes	Facebook page followers	E-mail addresses to add	E-mail list addresses	Instagram followers	Threads followers
2018-06-25	274	14					
2019-01-15	325	114		131			
2020-04-29	380	256		181		113	
2021-01-14	446	334		218		128	
2022-03-28	515	527	581	200	22	207	
2023-01-23	562	562	618	200	71	240	
2024-01-22	627	631	712	0	349	290	40
2025-02-18	667	664	753	100+	391	332	67
2025-03-25	669	660	749	100+	389	334	68
2025-04-28	665	663	754	100+	390	333	69
2025-05-04	669	-	763	115+	389	334	69
2025-07-01	678	-	770	115+	391	341	69
2025-08-19	674	676	773	119+	391	344	69
2025-09-16	667	-	779	119+	393	344	69

## **Bicycle Friendly Business Report: Fall 2025 Round**

This is a call to action and a brief report on applications for the round of awards closing October 30, 2025. I am copying our promotion partners, the Fitchburg Chamber, the City of Fitchburg, Madison Bikes, and the Wisconsin Bike Fed. The Bike Fitchburg board is Bcc'd.

The public questionnaire has been released for this round:

[https://www.surveymonkey.com/r/BFB\\_Fall25](https://www.surveymonkey.com/r/BFB_Fall25)

For the first question, select "Wisconsin" to choose one of our applicants.

Getting a large number of responses is important to provide feedback to the applicant and the Bike League.

**ACTION:** Bike Fitchburg board members and advisors: Please fill out the survey for each of our four applicants:

- Alterra Design Homes (4889 Lacy Rd, Suite 103)
- Tabby & Jack's (2970 Cahill Main #102)
- Ten Pin Alley (6285 Nesbitt Rd)
- The Juniper apartments (2692 Botanical Dr)

Even if you know nothing else about these organizations, you can comment on their place on Fitchburg's bicycle network and their guest parking, just by biking by the exterior. However, because they have taken efforts to become more bicycle friendly, I urge each Bike Fitchburg board member and advisor to patronize each of the two retail establishments (Tabby & Jack's and Ten Pin Alley) to better evaluate them if you've not already done so.

Bike Fitchburg will also be asking those who bike, work, and/or live in Fitchburg and know these businesses to complete the survey via e-mail blasts and social media.

**Promotion partners:** We'd appreciate asking folks who work at, live at, or otherwise visit these businesses to complete the questionnaire. If you're willing to ask twice, ask now and send a reminder a week or so before the questionnaire closes on **\*January 9\*, 2026**. Thank you!

Besides Fitchburg's, there is one other application from Wisconsin:

TruStage (formerly CUNA, of Madison). I checked on the applications from the other 22 states and DC from which there were submissions. It's interesting to see what the communities on the national leader board are doing!

1. Tampa, FL has 62 and submitted 5 more.
2. St. Petersburg, FL has 56 and submitted none.
3. Fayetteville, AR has 55 and submitted 2 more.
4. Arlington, VA has 43 and submitted 2 more.
5. Fitchburg, WI has 31 and submitted 4 more.
6. Boise, ID has 29 and submitted 1 more.
7. Bentonville, AR has 27 and submitted 13 more!
8. Fergus Falls, MN has 25 and submitted none
9. Fort Collins, CO has 24 and submitted none.
10. Orlando, FL has 21 and submitted none.

Unknown at this time is how many BFB awards will expire next February without renewal after their four-year term. one of Fitchburg's are up until May 2026.

As you can see, ascendant Bentonville is likely to leap into 5th place nationally ahead of Fitchburg and Boise, dropping us back into 6th place.

We are now working on applications for the March 10 deadline.

If you would like to get involved by shepherding a favorite Fitchburg organization through the application process, heck in with Mark H or me and we'll help you get going!

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Steve Arnold, Treasurer, Bike Fitchburg, Inc

## **2026 Strategy Planning**

Here are some questions for you to think about for our 2026 Strategic Planning session for the January 2026 Bike Fitchburg Board Meeting. I am sending early to allow plenty of time for your reflection.

I plan on holding individual meetings with each board member during the first half of December and the first half of January. The split is to allow maximum scheduling flexibility.

You do not need to reply in any formal manner. This is designed to be an informal discussion over coffee, lunch, a bike ride, a zoom meeting, etc. The venue is your choice.

I have included a breakdown of our Bike Fitchburg Projects and Programs for your reference.

### **Bike Fitchburg overall perspective**

(For ALL Bike Fitchburg Board Members)

1. What BF improvements have you seen in 2025?
2. What BF improvement would you like to see in 2026?
3. What is working well?
4. What needs improvement?
5. Are there any areas in the Bike Fitchburg Inc. operation that you would like to get more involved with?
6. Are there any particular areas in the Bike Fitchburg Inc. operations that you would like to be less involved with?
7. Any other items you would like to talk about??

### **Specific Programs or Projects Perspective**

If you have specific interest with regard to any items on the Bike Fitchburg Projects and Program listing, please also consider the above questions from that perspective. Please consider using the SMART methodology. This teases out details you might not consider normally.

The **SMART method** in project management is a framework used to set clear, achievable goals. SMART is an acronym that stands for:

#### **S – Specific**

Goals should be well-defined and clear. They should answer:

- What is to be accomplished? Who is responsible? What steps need to be taken?

**Example:** “Increase website traffic by 20%.”

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#### **M – Measurable**

You should be able to track progress and measure the outcome. This helps in staying on course and knowing when the goal is achieved.

**Example:** “Achieve 500 new subscribers by the end of Q2.”

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#### **A – Achievable (or Attainable)**

Goals should be realistic and attainable given the resources, time, and constraints.

**Example:** “Launch a new product feature within 3 months using the current team.”

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#### **R – Relevant**

Goals should align with broader business objectives and be worthwhile.

**Example:** “Improve customer support response time to enhance user satisfaction.”

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#### **T – Time-bound**

Every goal should have a deadline or time frame to create urgency and focus.

**Example:** “Complete the market research report by November 15.”