

# Bike Fitchburg - March 2026 Meeting Minutes

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



**Date** March 23, 2026

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**Call to Order Time** 7:04 PM

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**Location** Fitchburg Senior Center, Syene Room

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**Attendees** Mark W, Mark H, Bill, Steve, Tony, Daryl, Kay

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**Timekeeper** Mark Hamilton

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## Board Recognition and Operational Excellence

The Board highlighted the following individual contributions.

- **Mark Hamilton:** Recognized for managing the Secretary transition and refining administrative protocols.
- **Steve:** Commended for authoring the route map for the June brewery ride and managing revisions based on Chamber feedback.
- **Mike Grady (In Absentia):** Recognized for coordinating the Belmar Hills Rodeo and producing comprehensive event documentation for future use.
- **Kay:** Acknowledged for executing a high volume of website updates during the spring peak.
- **Noah:** Thanks for providing a technical review of the Cycle Without Age (CWA) bylaws.

**Administrative Optimization:** The Board deliberated on transitioning from Microsoft Word to Google Docs for internal collaboration. It was noted that this shift would reduce the administrative workload by approximately one-third. The Board resolved to use Google Docs for internal drafting while maintaining PDF as the standard for public-facing website uploads to ensure universal accessibility and document integrity.

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## Formal Approval of Past Minutes and Motions

The Board reviewed the records of the previous session to ensure nonprofit compliance and historical accuracy.

### Table of Motions

Motion Description	Moved By	Seconded By	Discussion / Amendments	Result
Approval of minutes from the previous meeting	Tony Hartman	Steve	Minutes amended to ensure sequential numbering. Motion was transferred from Bill to Tony Hartman upon clarification that Bill, as outgoing VP, should no longer move formal motions.	Passed



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### Leadership Transition and Board Recruitment

The Board addressed the impact of vacancies on organizational capacity and the necessity of managing "conflict of interest" perceptions as defined by the Mayor's office.

**Resignation of Vice President:** Bill formally resigned from the Vice Presidency to comply with the Mayor's ruling regarding board overlap. The Mayor has mandated clear boundaries between city-affiliated groups (such as the Parks Commission and the Friends of Fitchburg Parks) and independent nonprofits to avoid the appearance of favoritism.

**Recruitment Strategy:** The Board currently has two director openings and one Vice President vacancy. Mark Hamilton will reach out to Mike Mertz (Marks) regarding his interest in joining the board following his participation in an upcoming event. The election of a new Vice President is deferred until the April meeting to allow for the return of Mike Grady and Noah Sunderman.

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### 2026 Strategic Events Calendar Review

Community events serve as the primary vehicle for increasing the visibility of "Bike Fitchburg". **Upcoming Events:**

- **Belmar Hills Park Bike Rodeo (4/4):** Partnership with "Bikes for Kids Wisconsin" and "Wheels for Winners" (providing mechanics).
- **Environmental Conservation Fair (4/18):** Outreach event at Hoci Hosta. Steve is seeking a Spanish-speaking volunteer to assist with bilingual engagement.
- **Celebrate Trails Day (4/25):** National event featuring a "Recreation Station" at the roundabout. The "Urban Arrow" cargo bike (coordinated via Sean Koval) will be used for logistics.
- **Joe's Ride/BCycle Education (5/6):** Senior-focused partnership featuring "chalk talks" on electric-assist bikes and the BCycle app.
- **National Bike to Work Day (5/15):** Ride with the Mayor starting at 7:00 AM. Nine BFB awards will be presented, a key milestone for the city's national ranking.

**Cycling Without Age (CWA):** The Board is aiming for a May 1st season opening. A training and audit trip to Eau Claire is planned for either April 14th or May 19th to finalize pilot certifications.

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### Marketing Strategy and Digital Outreach

To ensure organizational sustainability, the Board is shifting toward data-driven engagement.

- **Member Survey:** A 15-question Google Form will be deployed to the 415-member mailing list to gauge advocacy priorities.
  - **Digital Tools:** The public-facing Google Calendar will be updated for better community transparency.
  - **Merchandise:** The Board authorized the reprinting of "Bike Fitchburg" stickers. These will be **retroreflective top tube style** stickers to serve as both a marketing tool and a safety-critical advocacy asset.
  - **Newsletter:** Transitioning to a regular, one-page "quick hitter" format to maintain engagement without excessive administrative burden.
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### Infrastructure, Safety Advocacy, and Public Works

The Board reviewed recent safety incidents to determine appropriate lobbying and design-based interventions.

- **East Cheryl Parkway Fatality:** The Board analyzed the circumstances of the fatal incident involving a construction worker riding a mountain bike at 3:50 AM. Reports indicate the incident involved a criminal act (intentional ramming of the cyclist and squad cars) rather than a simple design failure.

**Public Works Updates:**

- **Fitrona Road:** Project bids are expected in April.
- **Safe Streets for All (SS4A):** The "poison pill" contract negotiations between the City of Madison and US DOT have been resolved. Fitchburg will soon sign a subcontract to initiate the RFP process for a comprehensive safety plan targeting high-injury networks.

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**Table of Action Items**

<b>Task Description</b>	<b>Assigned Lead</b>	<b>Context / Notes</b>
Board Recruitment Follow-up	Mark H	Reach out to Mike Mertz regarding board interest.
Finalize Survey & Newsletter	Mark W	Prepare a 15-question member survey and newsletter text.
Yard Sign Distribution	Tony / Bill / Mark W	Distribute "Celebrate Trails" signs at trail junctions in early April.
Cargo Bike Coordination	Mark W / Steve	Contact <b>Sean Koval at the Bike Fed</b> to arrange the Urban Arrow for 4/25.

The next Board meeting is scheduled for **April 27, 2026**.

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**Adjournment**

The meeting was adjourned at **8:36 PM** following a motion by Steve.

## 10. Addendums

### a. Treasurer Report - Through March 31, 2026

Checking balance \$9305.88; savings balance \$1804.28

Last month we spent \$218.23 for a one-year subscription to Telraam's traffic counting data network and \$11.76 to Google for our corporate account. The check for \$2424.03 to The Cargo Bike Shop for trishaw batteries and a four-point harness for the Bike Fed's (and our future) trishaw from Cycling Without Age Fitchburg (CWA) funds still has not cleared, nor has a \$500 check to the Wisconsin Bike Fed for a quarter page ad in the annual Ride Guide. Mark W is working to expedite the Cargo Bike Shop order.

We earned \$0.31 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. \$5444.37 in the Cycling Without Age fund (unchanged), and
- iii. \$10 in registrations for ¡Pick Me Up! for 2026 (unchanged).

Future expected transactions include the costs of Bicycle Friendly Business award plaques and application fees, another donation of \$100 from Alterra Design Homes for path etiquette signs, and expenses for setting up the CWA Fitchburg non-profit corporation. We are also coming into the season when we renew our organizational membership in the Bike Fed, Bike League, and Fitchburg Chamber. Funds in our savings account over the minimum deposit are committed to matching future CWA Fitchburg donations.

Board members are reminded that ¡Pick Me Up! is **open** and folks are encouraged to make an additional donation to Bike Fitchburg with their \$10 (WI Bike Fed supporters) or \$20 (all others) registration fee. However, **board members** should **not** make donations that way, as RunSignUp takes a percentage as a service fee. When friends and family want to donate to Bike Fitchburg, just write a check to Bike Fitchburg, Inc., and give it to me!

Our net worth decreased by \$717.92 to \$4974.89 in March due to the cost of the Telraam subscription and the Ride Guide ad.