

## WBWC

### March 2016 Board Meeting

March 10, 2016, 6:45 p.m.

The Ecology Center, 339 E. Liberty, Suite 300, Ann Arbor, MI

### FINAL MINUTES

#### Call to Order:

Pete called the meeting to order at: 19:10

Board Members Present: Bob Krzewinski  
Larry Deck  
David Shinabarger  
Peter Houk  
Barbara Lucas  
Markus Nee

Board Members Absent: Robert Gordon  
Tracy Beeson  
Craig Lyon  
Erica Briggs

Audience: Linda Diane Feldt

#### Adoption of Agenda:

Barbara moved to adopt the agenda. David seconded. **Motion passed 5-0. Agenda adopted.**

#### Communication from the Chair:

1. Pete reviewed the WBWC's mission statement.
2. Pete reviewed upcoming events in the next month. Next Board meeting is April 14, 2016.
3. Meeting day/time - Tracy has a schedule conflict with the second Thursdays of the month. Will set up a doodle poll to find a new meeting day.
4. PEAC Award - Pete presented Bob with the Volunteer of the Year Award from the PEAC Banquet.

#### Secretary's Report:

1. February Minutes - Larry moved to approve the February 2016 Board meeting minutes. Barbara seconded. **Motion passed 6-0, February 2016 Minutes adopted.**
2. Reminder of upcoming deadlines: April 1 newsletter deadlines; May 15 IRS 510(c)3 form 990-N Filing Deadline.

**Nominating Committee:**

1. There was a brief discussion that we need to find a speaker for the Annual Meeting. Board Members were encouraged to think about recommendations.

**Government Relations Committee:**

1. Transportation Commission - Linda Diane shared the latest (seventh) draft of the Transportation Commission Proposal. Has met with City Council Member Kirk Westphal and several other County and City groups. There was a lot of enthusiasm for this plan. When the proposal is completed and is ready to be presented to the City Council, they will ask WBWC for endorsement. In the meantime, they are asking WBWC to provide feedback as the draft revisions progress.

Barbara suggested putting the term “transportation system” into the concept to align with the educational materials the Education Committee has been making. Linda Diane added that Kirk Westphal had also suggested adding “access” to the concept.

Bob will work with Linda Diane to write a brief mention of the commission proposal in the next WBWC Newsletter. Pete asked Linda Diane to share the draft with the WBWC Google Group.

2. 85th percentile update - Barbara gave a brief update. The bill had moved out of Committee but hasn't seen any significant progress since then.

**Community Events:**

1. Community events plans - Pete gave a status update on the Mayor's Green Fair plans. WBWC has partnered with Common Cycle and Wheels in Motion for this event. Educational topic and common message will be “Visibility”. Barbara will work with Pete to create some educational materials for the event, and for later use at Common Cycle. They are looking for some voucher or small gift to give away to people who ride bikes to the event, perhaps spoke reflectors or reflective leg bands. Pete will also contact HEH (Human Electric Hybrid) regarding their possible participation at this event.
2. Schedule of events - Reviewed calendar of events. Ride to Work Day in May, Green Fair in June, Huron River Day in July, Ypsilanti Heritage Festival in August, and the pending Signature Event. Barbara mentioned an event the week before Art Fair. Bob mentioned that WCC also has an Earth Day event planned.
3. Request from Ecology Center for bike parking at Earth Day event at Leslie Science Center - WBWC can let them borrow the bike parking equipment. Barbara is considering getting volunteers to help. Barbara and Bob will coordinate with Katie from the Ecology Center.

**WBWC Signature Event:**

1. David announced a concept meeting 2016-03-15 (Tuesday) at 7pm at Sweetwater's Cafe downtown (Washington St. location) to brainstorm and plan the event.

**Communications Committee:**

1. Newsletter topics - Deadline for submissions is April 1 for the Spring edition. Publication on April 15. Topics: Lawton donation, PEAC Awards Dinner, CTN television series. Bob will put out a call for articles. David will help edit and publish via Mailchimp.
2. Business cards - Pete will look for the template for the old business cards. If unavailable, David will help create a new one. Larry would like to have cards available for the NC Sustainability Hour presentation. Pete thinks Erica might have some cards. Bob also asked if WBWC still had the rack cards. Bob said Washtenaw County Parks will be ordering new bike maps next month, and will need organizational orders soon.
3. New communications strategies:
  - a. Microupdates - David proposed that instead of waiting for newsletter articles to update, do small updates via social media, photos of meetings, events, etc. with quick one paragraph summaries after events.
  - b. Monthly spotlight - David proposed a two to four minute video documentary or photo essay featuring a person each month, why they walk or bike, and how it fits into their lives. (kind of like "Humans of New York"). Board members were encouraged to think of people we know to recommend to feature.
  - c. Calendar resources - External community calendar with links to other organization's event.

**Treasurer's Report:**

1. Robert reported that there is \$13,241.95 in the Bank of Ann Arbor account and \$362.94 in the Paypal account, for a total of \$13,604.89 as of March 1, 2016. Larry moved to accept the Treasurer's Report. Barbara seconded. **Motion passed unanimously. Treasurer's Report accepted.** Plan to post treasurer's report online starting next month.
2. Insurance renewal - Recommendations from McKay insurance company. Priority on having general liability to cover bike rides and events, D&O is only useful for internal disputes and lawsuits. We looked up most recent Certificate of Amendment to the Articles of Incorporation to make sure it's right. Markus will scan in organizational documents that are not in the Google Drive yet.

**Membership Committee:**

1. Membership number update - tabled to next meeting.
2. Membership process - tabled to next meeting.

**Projects Committee:**

1. Stadium/Edgewood crosswalk guidelines - Pete gave a brief update. Erica, David, and Pete applied the Boulder guidelines to the Stadium/Edgewood crosswalk, and discovered that it would require an island. They presented results to Nick. WBWC would like to use the Boulder guideline method for future crosswalk proposals, and have analysis results to present at early meetings before the designs are final. Larry also has simplified guidelines that can be used as well.
2. Updates on other projects - Larry gave some updates.
  - a. Get Downtown's Commuter Challenge is coming up.
  - b. City has put in a proposal for pedestrian/bike underpass under railroad at Main/Depot that can also serve as flood control. Applying for Federal (FEMA?) grant.
3. Project funding - Underpass under Fuller at the Huron River (east of Fuller Pool). David and Larry are considering having organizations help raise pledges to encourage the City to fund the project. Commitments from private funds increases the priority of projects. The first step will be to write a proposal. Larry will work on a draft.
4. Campus to Campus update/presentation - Larry shared the slides for the upcoming North Campus Sustainability Hour presentation.

**Bicycle Advisory Council**

1. Info on next meeting and 2016 goal setting - The next BAC meeting has been scheduled for Thursday, March 24, from 7-9 pm at the Ecology Center.

**Education Committee:**

1. Barbara gave an update on the educational materials on visibility. Brandon Patterson is helping with this. Barbara has a committee of four people working on it. Request for checking that links are correct. Barbara would like to promote this as an anti-congestion measure instead of solely for cyclists.
2. Lower Town revitalization project was not selected by the urban planning school. Some of the residents in the neighborhood are still interested in developing ideas anyway.
3. Influencer training - tabled to next meeting.

**New Business:**

1. Future agenda item - Posting treasurer's report online.
2. David recommends that there needs to be a crosswalk from the Blake Transit Center to the AADL, and asked how to make it happen. Barbara suggested using SeeClickFix to submit a ticket, and also contact Eli Cooper.

**Adjournment:**

David moved to adjourn. Markus seconded. **Motion passed unanimously. Meeting adjourned at 21:18**

The next meeting will be on Thursday, April 14, 2016, at 6:45 pm at the Ecology Center.