



MORE PEOPLE BIKING  
MORE OFTEN

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Bike Winnipeg Board Meeting

February 13, 2018, 6:00 pm to 7:30 pm

Location: Sport for Life, 145 Pacific Avenue, Winnipeg MB R3B 2Z6

Meeting Chair: Ian Walker      Minutes: Misty Bromley

**Present:** Kevin Parsons, Misty Bromley, Denis DePape, Brit Curtis, Liz Shearer, Kaye Grant, Ian Walker

**Other:** Stephanie Chow, Mark Cohoe, Bill Newman

**Regrets:** Kailey Kroeker, Rachael Alpern, Philip Mikulec, Zach Fleisher

Called to order: 6:11

Approval of agenda.                      Moved: Kevin.                      Seconded: Denis.                      Carried.

Approval of minutes.                      Moved: Misty.                      Seconded: Ian.                      Carried.

**Business arising**

**Outreach committee** – responsible for engaging the public and membership, workshops, special workshops, special meetings, non-paid rides. Kaye is the chair and has put out the call for committee members. Membership is still with fundraising committee, since memberships are a part of our funding. Kaye is going to take the recruitment poster to the bike shops. Mark suggested the libraries as well. Fundraising/membership and outreach can have joint meetings occasionally since there is overlap.

**Bike Valet** – Presented a short video to be used for promotion. More than 3,000 bikes parked and none stolen. Working on admin, collections, and branding. It is clear that many people still don't know about the program.

Two main users we can capitalize on – families, particularly with a chariot area for unloading and younger people, as cycling is becoming more popular. Instagram is the social media draw.

Coordination is required with sponsorship and our pricing needs to be standardized with perhaps a special rate for non-profit events. Rack rentals are also a revenue generation opportunity, for when the Valet isn't being used.

The Forks would love to have a contract clause to have the Valet there for every event, as they know that just providing racks is not secure enough. Kristin is going to pitch Bike Valet for every event in the meantime, especially since we have better material and infrastructure.

Has The Forks thought of having a permanent valet every weekend, especially now that parking is not free and so many bikes to get stolen? Discussions are ongoing about having the valet for Salsa on Sundays as sort of a test.

Would a small fee drive demand? A dollar or so would not deter people from biking.

Also pursuing sponsorship, like volunteer uniforms and having the logo on the tickets. Natural Cycle seems to be popular with the volunteers

One infrastructure problem is the orange snow fencing, but hardier fencing would be vulnerable to wind. Might Home Depot donate fencing? There is a small reserve on the balance sheet for capital spending.

Stephanie would like us to follow all of the social media and push it.

Biggest event will likely be Canada Day, and volunteers would be appreciated.

**Bios** – Liz can use the bio from last year’s AGM. Photos can be casual, selfies, it doesn’t matter.

**2018 Budget** – Pretty much the same as last year. Coffee fundraiser is a lot of work for the amount of money generated, and it doesn’t really fit with our programming, so it was decided to not continue.

New budget item is the bike rack supply and installation contract - \$30,000 with expenses of \$25.5K. We need additional insurance – cross-liability with the city named as additional insurer, particularly as we are a sub-contractor. We should ask Stephanie if we can access the City’s insurance. A quote has been requested.

MEC grant– it is happening but it isn’t in the budget.

We may approach \$50,000 in revenue and will have to start charging GST. Once we hit that number, we start charging.

Projects for spending - Arlington, outreach printing, forums, Bike to Work pit stop, etc.

Denis noted that budgets should be reviewed by executive and brought to the board for approval.

Bill suggested a project management and consulting committee, and Ian further suggested that the executive consider that proposal.

**ACTION: Executive to review budget.**

**CAA project** – Mark and Jeremy met with CAA twice about partnering on March and June omnibus pre-election Probe Research poll around issues around biking, separate infrastructure, Vision Zero (but not calling it Vision Zero) to get the sense of what the community thinks. They are looking for cost-sharing with us, approximately \$750 to \$2,500. Can go online and be somewhat visual in question design. If we pay for one-third of the poll, we get one-third of the questions.

What would the other two thirds of question be? Cars and bikes and safety in general. We would get access to all of the survey results. This will be a Winnipeg specific survey.

What value would BW get? Broadening of who it is asking for facilities, better education, and better road safety. Help with press release, partnership with CAA. Buys us entry into media, reaching out to politicians. Will show that we are a significant part of the population (50/60 percent, not three or four) and can influence policy and the infrastructure agenda. There is a value in partnering with an automobile association that is considering vulnerable users.

What is the proposed reach? About 600 people. What is CAA’s agenda? Will it depend on the results?

Can we share the results with our members?

Other discussion points - This is an opportunity to build a relationship and take advantage CAA's marketing machine with articles in their magazine, etc. This is \$7,500 worth of data for \$2,500. We can rely on the results for the next four years. A June survey would likely be better for us – car users are more aware of bikes in June. There will not likely be a strong mayoral contest, so three months out is more than sufficient. Make sure the parameters maximize our benefit. We need some sort of document confirming that, we could approve it.

**Motion** to support the CAA Probe Research poll, if entire survey results be avail to be BW that CAA and BW are allowed to publicly dispose all information, that CAA be open to providing BW with some access to its information network, consideration is given to a CAA / BW joint cttee of some sort. Maximum cost of \$2,500 plus tax.

Moved: Ian.           Seconded: Kaye.           Carried.

**Advocacy** – no written report – met with head of Exchange District Biz. Bike paths through exchange are going anyway. Mark had add'l info. Ian and the head guy are going to keep in touch.

Dave Elmore met with biz president and all of the businesses are in favour of bike lanes except one, a surface parking lot.

**Executive** – AGM date is set for April 12. Kaye will be talking to board members about intentions and their experience. Scott Sewell resigned in January.

**Financial** – January is up, not much there because not much happens in January. Decreases cash reserves and expenses. January reports on the website.

January membership sales - \$400, roughly 20 members. Renewals have not been sent out.

**Education** – trying to regroup. The survey might be useful in determining if adults are interested in education. If not, we need to focus on children.

**Executive Director** - as distributed.

The city seems to only care about minimum standards for bike lanes and maximums for traffic lanes.

Pembina at Jessie – scariest intersection Mark has ever seen – a two-way bike lane with a traffic right turn lane crossing the bike lane. Will recommend closing to two-way bike traffic if that is not fixed.

**Fundraising** – six tours, dates for five are confirmed. Additional details and advertising are being worked on. We are working with Tourism Winnipeg.

Next batch of sponsorship letters being sent out in February.

Adjourned at 8:04. Carried.

Next meeting – March 13, 2018