

Bike to the Future Fundraising Committee Report Aug 5, 2013

The fundraising committee (Kaye Grant, Mark Cohoe, Jeremy Hull, Amanda San Filippo, Chris Chypha) had its 5th meeting on July 23 where we discussed and decided on the following actions:

1. Sponsorship Package

The sponsorship package is ready to go to a graphic designer. Mark and Amanda are to identify potential graphic designers and will review applicants and make the decision about who to hire and amount to pay, within the available BVW budget. (The same designer(s) may be considered for other graphics work required for the McPhillips/Hydro Right of Way project.)

2. McPhillips – Hydro ROW project (\$4,500 in funding provided by ACU)

Mark has had an initial contact with the community newspaper, the Times, who published an article on the project. He plans to proceed on this, as per the plan, by contacting local city councillors and other key stakeholders and community organizations. Mark will put out a call to the board or others for volunteers to sit on a steering committee for the project. Kaye and Jeremy will provide oversight/feedback on drafts and plans as they develop.

Mark can use help with the following:

- identifying venues for community meetings/presentations
- identifying newsletters that may help publicize meetings and open houses
- identifying community contacts and organizations

3. Fall Fundraising Concert – Wednesday Oct 9

The West End Cultural Centre has been booked for Wednesday, Oct. 9 for the fundraising concert. Ticket prices will be \$15 advance, \$18 at the door. Mark is working on a budget with a target of making about \$2,000 profit from the concert. Mark to contact Greg MacPherson and Royal Canoe to see if they are interested. Amanda to contact the J.D. Edwards band to see if they are interested. Jeremy has forwarded information to Mark and others on a possible poster designer, Allan Lorde.

4. Manyfest –Bicycle Art Tours

Mark has talked with Downtown BIZ about organizing bicycle art tours in connection with the festival – escorted group rides to various public art locations, with someone providing commentary and information. Mark is going to meet with Tamara from the Winnipeg Arts Council to discuss this idea, and will invite Signy from the Downtown BIZ to attend the meeting.

5. Bicycle Valet Winnipeg

BVW is dealing with several issues at the Bombers Stadium: how to expand the BVW capacity at the stadium, how to improve storage and equipment availability at the stadium, the need to renegotiate payments and the provision of reasonably priced food for volunteers. Amanda has developed a rationale for increased fees that she plans to present to the Bombers. Amanda and Mark to meet

with the Blue Bombers representatives to discuss how to meet the demand for bicycle parking and the associated costs.

There was also discussion of new/modified banners and flags, etc. to incorporate the Bike Winnipeg name and logo. It was agreed that it is not necessary to change the name from “Bicycle Valet Winnipeg” to “Bike Winnipeg Valet” as long as all our signage and publicity states that it is a project of Bike Winnipeg.

6. Membership Drive & Displays

Mark is to contact bike shops and Sherbrook St and Sargent Ave street festivals. Mark to seek volunteers to sit at displays, and get the trailer to the sites.

--- Jeremy