

# Bike Winnipeg Business Meeting

January 13, 2015 – 6:00 to  
Sport for Life Centre, 145 Pacific Ave

## Minutes

### Directors:

**Present:** Stephane Dorge, Jeremy Hull, Tyler Markowsky, Jeremy Hull, Laura Donatelli (meeting chair), Ian Walker, Jackie Collett, Kaye Grant (co-chair), Bill Newman

**Absent:**

**Regrets:** Derek Yao, Guy Bonnetta, Zennon Gagne

### Staff:

**Present:** Mark Cohoe

### Approval of minutes

- (Correction: Stephane Dorge received one \$20 donation)
- Jeremy Hull moves, Charles Feaver seconds
- Approved

### Meeting format

- All of our meetings will have a similar format
- We will have shorter meetings with reports distributed ahead of time
- We will discuss reports during the meeting
- The rest of meeting will be taken up with a focus topic
  - Having a focus topic will allow us to make it more inviting for people from outside the organization to come and learn about that topic
  - The board will need to decide what the focus topic will be for the first meeting with this format in April
    - Proposed ideas
      - Downtown bike lanes
      - Will discuss further during February meeting
    - Mark Cohoe will book a larger room for the April meeting
    - The topic discussion will commence at 7:00pm
    - We will conduct a survey to determine what time of the day works best for those interested in attending

## Orientation & Strategy Plan meeting

- 8 people were able to attend
- The group broke into 2 smaller groups
  - Combined advocacy and education
    - Completion of Mc Phillips street consultations by June 30 2015
    - Working towards 2 downtown protected bike lanes
      - Early spring bike counts on those streets to see what existing traffic is
      - We should consider conducting bike counts prior to and after the lanes are set up
    - Push for Infill cycling facilities
      - Totals are for projects that are not included as part of a new roadway project
      - Retrofit and maintenance of existing roadways
      - 2015-2016 a minimum of 5 million
      - 2016-2020 a minimum of 50 million
      - Need to expand partnerships with other organizations so more voices (other than just Bike Winnipeg's) are heard advocating for cycling facilities and programs
      - Organize one activity associated with above goal to identify and lobby for spending priorities
    - Education
      - Continue and expand corporate cycling skills programming
      - Identify and contact 10 organizations
      - Aim to put on a minimum of 3 courses
      - Medium term goals
        - Bus bike cooperation campaign
          - Best practices for cooperation between buses and bikes
          - Develop campaign
  - Combined fundraising and membership group
    - Will join the groups on a temporary basis since there is a need to cooperate
    - Want to move to a more active membership with a yearly membership fee (\$20?)
      - Members would have voting rights
      - Supporters would continue to get e-mails
      - In the past, we've had difficulty getting members to renew
      - It has been proposed that we need to be cautious about how much we ask for. It may be more effective to continue having everyone as a supporter with some being classified as friends if they make a donation
      - The goal would be to try to raise an additional \$4000 a year
      - We're also hoping that we can entice skilled individuals to volunteer time with our organization
      - May be necessary to send an email asking for a donation at least twice a year
    - Bike shop involvement
      - Specific people to go out and target bike shops
      - Donations from bike shops would be beneficial for us and the shop
      - Hoping to have 50% of bike shops in Winnipeg become more active in our organization
      - In the early days of bike Winnipeg, we developed a model in which members would get a 15% discount when shopping at shops that were involved
      - Tyler Markowsky says he would be interested in helping with this initiative
      - Bikes and Beyond has been a very good supporter of Bike Winnipeg
      - We should consider putting together a sponsorship package of some sort (it has been started, and needs to be completed)
    - Best practices
      - Use best practices from other organizations in Canada to try to raise the profile of Bike Winnipeg
    - The committee will now reconvene to determine their focus in the coming year

## Reports

- Executive director report
  - Cycling strategy
    - February 10<sup>th</sup> most likely date
    - Mark Cohoe may go speak this Friday at the public works committee meeting as the city is looking at the feasibility of the McPhillips Street project
  - Marion widening
    - Stephane Dorge and Ian Walker have been sent information to discuss with Matt Allard
    - Single point interchange is a concern for cyclist safety
      - It may be made into a hybrid interchange which will make it safer for cyclists
      - There may also be an option to send cyclists over the new rail bridge
    - Some options for the Marion route goes further north than may be feasible for a TOD development on old packers site
  - Chief Peguis
    - Ensuring that cyclists don't have to stop at on and off ramps when on paths
  - Ness Ave / sturgeon creek culvert
    - AT path going under bridge.
  - Southwest transit corridor
    - Janice Lukes is holding a number of open houses
  - Bike week
    - Pilot protected bike lane proposal (fort and Garry should be proposed)
      - Engage public in it and study how it is being used to help develop a final design
      - Survey businesses to see how it is affecting them
  - Winter bike to work day
    - Communication needs to be put together
    - We should try to organize rides with other organizations
  - Outreach
    - Need to set up a calendar (Guy Bonetta did a good job of this last year)
    - Get going on budgeting so we can move forward
  - Mark Cohoe will attend IISD workshop tomorrow
    - This organization has been contracted by the province to develop green economy in Manitoba
  - Tyler Markowsky has requested that Mark Cohoe try to highlight action items that board members can help him with.
  - Ian Walker and Stephane Dorge will become involved with Marion street expansion project
  - Laura Donatelli asked why the \$2000 MEC grant has been upped to a \$3000 grant. Mark Cohoe told us it is because he asked them and they said yes.
  - Mark Cohoe says we need to consider whether or not to join Canada Bikes
    - It is a national advocacy group
    - Jeremy Hull tried to attend a meeting, but it was cancelled
    - They have asked that we participate in Bike Day on May 16.
    - It would cost us \$60 to participate
    - Stephane Dorge will look into it

- Financial report (Bill Newman)
  - Reports are on the website
  - YTD report
    - We are below forecast revenue by \$10, 107
    - This is offset by a reduction in expenditures of \$6,783
    - Net Balance YTD is \$5,842
    - \$4000 grant was not applied for
    - Bike valet made \$17000 this year (we had projected that we would make \$23000). Our expenses for Bike Valet were much lower than anticipated.
      - We made less money from the non-Bomber events than anticipated
      - No assistant was hired
      - Our costs were lower due to the fact that the bombers provided equipment and volunteer perks this year
      - Many other clients provided volunteer perks as well as part of their contracts
    - There is a \$2000 budget for the McPhillips St. Consultation that needs to be spent
  - Bike Valet surplus can be put into general revenue or into a capital reserve fund
  - Tyler Markowsky will work with Bill Newman on upcoming budgets
  - We are looking to have a full budget proposal for the March meeting
  - Bill Newman is proposing that we generate enough money to be able to sponsor and subsidizing activities that promote AT.
    - Bill Newman wants us to give input on things that he could budget for
    - Bill Newman will send out information within the next 2 weeks
    - Board members should have ideas ready before the February meeting
    - Fundraising / membership committee will need to provide some proposals to Bill Newman
- Committee reports
  - Impact which is a section of WRHA (healthy living area of WRHA) (Laura Donatelli)
    - Bike together Winnipeg
    - They are quite interested in having us involved in this
    - Making cycling more successful and safer for youth
    - Targeted low income areas
    - Laura Donatelli has been unimpressed with MPI bike rodeo
    - Vouchers were given out, and none were used
      - This year they need to have actual rewards to give out
    - They are interested in what the best practices are for teaching safe cycling
    - This may be a good opportunity for us to become involved with WRHA
    - Laura Donatelli is interested in participating with this organization on behalf of Bike Winnipeg

Motion to authorize use to spend \$250 US for the 2015 APBP webinars

- 12 webinars over the year (\$50 US per webinar with two free when you purchase for the full year)
- Green action centre pays the other half
- AT list serve sends information on the webinars
- It is approved

Committee structure

- Laura Donatelli finance and education
- Ian Walker advocacy and executive
- Stephane Dorge fundraising
- Charles Feaver advocacy and policy
- Jeremy Hull education and policy
- Tyler Markowsky finance and fundraising
- Jackie Collett policy and education
- Kaye Grant membership and fundraising and executive
- Bill Newman finance and fundraising and executive
- Zennon Gagne is on finance
- Guy Bonetta is on membership

Upcoming dates event

- Board meeting on February 10<sup>th</sup>
  - Kaye Grant, Laura Donatelli and Jackie Collett have submitted their regrets
  - Tyler Markowsky will chair