

## **Minutes of the September 4, 2013 SLCBAC Meeting**

*Attending: AJ Martine, John Herbert, Lisa Graham, Ian Scharine, Havilah Martak, Peggy Mair, Thomas Jackson, David Ward, Louis Melini, Tyler Riedesel, Steve Malone, George Deneris*

*Absent: Nicole Evans, Chris Petersen, John Stone, Jeff Hall (resigned)*

5:35- Meeting convened; AJ Martine conducted introductions and apologized for late start. First order was to nominate a new secretary to replace Jeff Hall's absence. Peggy Mair and Ian Scharine were nominated. Committee voted to elect Ian Scharine as secretary until January 2014.

5:40- Public comment section: Will Becker was introduced, Heidi Goedhart discussed the upcoming "Bike to the U Day" (Sept. 5<sup>th</sup>).

5:45- Patrick Leary and Stacey Adams from the Mayor's Township Executive Committee discussed building their relationship with SLCBAC and need for outreach to the individual communities of Salt Lake County. The Emigration Slope Stabilization project on Sept. 21<sup>st</sup> was discussed, up to 200 volunteers will be needed and SLCBAC will help with social media and word of mouth when the press package is distributed within a week of the meeting.

6:00- Davey Davis from the Bicycle Collective introduced himself and spoke about the purpose of BC. They are expecting to apply for the kiosk at Library Square (formerly Night Flight Comics) and seek partners in leasing the space. Potential uses of space include route planning, multi-modal hub and base of operations.

6:10- George Deneris gave the Engineering report: quick overview progress/status of the Millcreek/Kearns/Magna 5-year plan, bike signal detection discussion and UDOT plan to identify intersections of best use. SLCO is also looking for more volunteers for the bike count which will take place in the last two weeks of September, information to be sent out to MBAC and other county email lists.

6:20- Jack Lasley gave the Bicycle Ambassadors report: outreach counts, lights distributed, number of ambassadors trained. Jack noted that July numbers are down as far as activity. The Bicycle Benefits Program is cross-networking with BAP and SLCBAC, there was mention of a need to identify businesses participating so members can use services (signs in windows).

### **Business Meeting**

6:35- AJ Martine discussed the need to fill the two remaining active board openings and also establish two alternates. Potential members are particularly sought from the south and west regions of the county where there is currently no representation. The Best Practices document was discussed, although it is long (90 pages) the need to read it and understand it is necessary for board members in order to vote on its approval at the next meeting. It will be sent out again to members and an email vote will be conducted before the next month.

6:40- Ian Scharine discussed the website upgrades progress and magazine ads using the new logo. The website is almost completely upgraded, county Information Services is still working on getting the agendas and minutes posted, but they have been sent to D. Weigand for processing. There are two advertisement spots developed by a reference from Havilah. John

Conley volunteered to do the work and produced two different styles of ads, the committee prefers the first of the two. Future plans are to use one or either as templates for different purposes down the line. The ad the committee accepted will be used immediately in Cycling Utah.

6:50- AJ Martine briefed the committee about the Boulder Conference in September and why funding wasn't approved on time to send anyone. Future plans will require that the committee begin in advance of ½ year to determine what conference they want to invest in and how much money they will allocate. Budget Plan: an undetermined amount of the \$21K budget remains and will have to be spent. One of the primary purposes of the remaining expenditures will be to invest in branding and visibility of SLCBAC. The committee will contact a graphic designer and several merchandise outlets to attain estimates of the cost of creating posters, banners, shirts, hats, magnets, cycling jerseys, and any other apparel or marketing hardware that can be used in the future to get better exposure for the committee. The Bicycle Ambassadors program also needs to use the rest of the \$6500 funding allocated for them or SLCBAC will re-purpose it.

7:15- Havilah Martak discussed the Strategic Plan and its practical use as a charter for the committee to fulfill the statements established by the vision/mission. One aspect discussed was the consistency of language used in the plan in order to assure that it agrees with the other implementations of SLCBAC. The Strategic Plan ideally will be used as a long-term tracking chart to record budget expenditure, projects engaged and the success of the outcomes.

7:25- AJ Martine discussed implementation of bicycle politics in activities such as bill sponsorship and legislation. Dave Iltis and David Ward inquired about the vision/mission statements on the website and those which were ratified in the May meeting.

7:30- Move to adjourn: John Herbert proposed the meeting close, Tyler Riedesel seconded the proposal.