

Salt Lake County Bicycle Advisory Committee
Ex. Comm Meeting Minutes from November 18, 2015

Attending: K. Sturgeon, B. Byrne, D. Ward, G. Deneris, I. Scharine

6pm- Ex. Comm discussed the county's proposal to grant incentives to employees who commute by bicycle to work on a daily basis. Incentives offered may include a discount on health plans or compensatory increase in wages.

G. Deneris raised the possibility of acknowledging D. Iltis for his recent efforts to request UDOT's completion of Victory Road include widened lanes to accommodate bicycles. The committee agreed that gesture in the form of a gift certificate or certificate of commendation could be awarded.

The remaining SLCBAC budget was discussed and follow up will be made to verify what has been used from all of the allocated funding. There is a chance that a small amount will be left over at the end of the year.

Meeting day for both the Ex. Comm and regular meeting was discussed. The Ex. Comm will be moved to Tuesdays in the future to adjust for scheduling conflicts with members. The day for the regular meeting will also be discussed by the full committee with considerations to move it to an alternate regular day as well.

6:18- K. Sturgeon reported that she has discussed possible projects with the Salt Lake Film Society to air PSAs on bicycle/motorist education during the ad segments prior to movie presentation. Ideas included student film projects that promoted bicycling and safety. SpyHop would be contacted to see if their students would be interested in creating the PSAs, both video and audio, for use with radio stations. Another possibility is approaching elementary schools to see if students would create posters advocating bicycle safety. The committee could offer a prize incentive to contestants. The resulting projects would include promotional service announcements, digitized media and free or low-cost distribution of SLCBAC information. The Ex. Comm agreed that this potential project should be discussed with the entire committee at the next meeting.

Other members of the Ex. Comm requested access to the Facebook page to increase posts, expand reach and engage audiences more extensively

The Chair discussed her wish to conduct a brainstorming activity at the next meeting to tap the ideas and strategies of the committee. Proposals would focus on implementation of strategies to pursue the Strategic Plan and how to assist Mayor McAdams in reaching his goals for SLCo in 2016.

6:30- Salt Lake County will hold an open discussion to publicly announce their proposal to implement the Bike Benefits program. G. Deneris will send talking points to I. Scharine for mailing to the public lists and a call for attendance.

6:50- Meeting Adjourned.