



**MEETING NOTES  
BIKE TO WORK DAY STEERING COMMITTEE  
2021 EVENT  
November 4, 2020**

**1. Introductions**

Committee members, guests, and other attendees introduced themselves by name and affiliation.

**2. Meeting Minutes**

Minutes from the September 9, 2020 meeting were approved as written.

**3. Registration Goal**

The Committee was reminded of the final 2019 event count of 17,900 registrants and was provided with a recap of the goal which had been set last fall for its May 2020 event, subsequently cancelled due to the coronavirus pandemic. Data from the previous ten years has shown that although event growth has been achieved every year during that time frame, except one; in five of the last six events, the set goals were not reached and perhaps overly ambitious. It being difficult to predict when “normal” (pre-COVID19) conditions will fully return to the region, the Committee felt it best to set the 2021 goal to maintain that of 2019’s final count of 17,900 registrants.

**4. Color Theme**

The color theme of deep raspberry from the 2020 planned event was officially adopted as a holdover color for 2021. The color will be present throughout the event’s marketing materials, including the T-shirts, website, and posters.

**5. Sponsorship Drive**

The 2021 Bike to Work Day regional sponsorship drive was announced as being underway as of late October. Initial outreach began with 2020 sponsors who asked for and were given a refund for 2020, in hopes that they stay with the event. Also included in the outreach are sponsors from the 2018 and 2019 Bike to Work Day events who were not 2020 sponsors. Additional outreach will occur toward new potential sponsors as well. A total of \$27,500 is currently available for the 2021 Bike to Work Day event from sponsors who asked COG to apply their payments toward the following year. Funds from the sponsor drive will be primarily used to finance the purchase of T-shirts, an expense of approximately \$45,500. Any extra funds will be used to provide further marketing support, such as vinyl banners for each pit stop. Committee members were asked to provide COG/TPB staff with any leads for potential regional sponsors.

**6. New website**

Brandon Franklin presented a demo of the newly designed Bike to Work Day website currently in development. New features of the slick and colorful site included more dynamic exposure for regional sponsors, more visibility of testimonials, a photo gallery, and better overall navigation of the site. Feedback from the Committee included making the 20<sup>th</sup> anniversary more prominent.

**7. New Pit Stops**

In 2020, due to the COVID-19 pandemic, nine new pit stops for the planned 2020 Bike to Work Day event never got the opportunity to operate. Rather than take on further new territory in 2021, a moratorium will be placed on new pit stops so that concentration can be placed on bringing those nine pit stops into the event for the first time.

**8. Pit Stop Manager Survey**

A survey will be sent to pit stop managers by the end of November to confirm whether everyone is still on board for participation as pit stops for the 2021 Bike to Work Day event. Furthermore, the survey will make certain that the most up to date contact information, as well as backup contact information is secured. The survey will be sent in mid-November and the deadline to respond is December 31, 2020.

**9. Other Business**

The Next Bike to Work Day Steering Committee meeting will be held virtually on Wednesday, January 13, 2021, from 10:00 a.m. to 11:30 a.m.