



MEETING NOTES
BIKE TO WORK DAY 2013 STEERING COMMITTEE
January 9, 2013

1. Introductions

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

2. Approval of Minutes

The meeting notes from the November 14, 2012 meeting were approved as written.

3. Sponsorship Update

Commuter Connections has secured four additional regional cash sponsors since the last meeting, for a total of five at \$22,000. This includes two gold, two silver and one bronze level. Sponsors secured to date are Bike Arlington, Crystal City BID, ICF, JBG Companies, and Marriott. Several past and new sponsors are still considering event sponsorship. The sponsorship drive will continue until the end of January.

4. T-Shirts

The Steering Committee was presented with four teal T-Shirt shades and sapphire was the shade selected for 2013. The monetary goal needed for T-Shirts is \$35,000.

5. Poster Concepts

Four poster concepts for Bike to Work Day 2013 were presented to the Steering Committee, each with variations of teal for their background color. After a review and discussion, the Committee selected a poster which contained a bicycle graphic with images inside the wheel areas. Suggestions were taken to refine the poster into the fished product such as changing some of the rear wheel illustrations to exemplify home/suburban images, and for the front wheel to represent work/urban images. The blank area will be filled with sponsor logos. The posters will be translated into rack cards and the flyers will include a Spanish version. A follow up email will be sent to the Committee to gauge desired quantities of each item. Should no response be received, the default quantities of 300 posters and 500 rack cards will be sent. The goal is to make the posters available approximately two months in advance of Bike to Work Day.

6. New Pit Stops

The Bike to Work Day 2013 event may gain at least ten new pit stop locations.

Representatives of many of the proposed sites were available to elaborate. The proposed new pit stops included D.C. - Georgetown and Edgewood; Maryland - Friendship Heights, Gaithersburg, Twinbrook, and Rockville; and Virginia - Dumfries, East Falls Church, Mt. Vernon, and Merrifield Mosaic.

7. Progress Updates from Pit Stop Managers

Pit stop managers provided brief updates on the planning status of their Bike to Work Day local events.

8. Other Business

The next BTWD meeting is scheduled for Wednesday March 13, 2013 at 10:00 a.m.