



**BIKE TO WORK DAY STEERING COMMITTEE
MEETING NOTES
September 9, 2020**

1. Introductions

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

2. Meeting Minutes

The minutes from the May 6, 2020 meeting were approved as written.

3. Change of Chairperson

Each year the Bike to Work Day Chair position is rotated between the District of Columbia, Maryland, and Virginia. FY21 is a Maryland year and George Clark, Tri-County Council for Southern Maryland, was announced as the new Chair for the Bike to Work Day 2021 Steering Committee. As incoming Chair, Mr. Clark presented a plaque to recognize out-going Chair, McKenna Pugh, Capitol Hill Business Improvement District, for her service in 2020.

4. Bike to Work Day 2020 Event Memo

Nicholas Ramfos, COG/TPB staff, presented a draft memo regarding the planning and subsequent cancelling of the 2020 Bike to Work Day event. The memo provides a recap of the planning efforts put forth by the Steering Committee, which includes acknowledgements, sponsorships, and marketing materials. The final memo will be posted to the group's SharePoint site for future access.

5. Bike to Work Day 2021 Date

The next Bike to Work Day event will take place on Friday, May 21, 2021. This will be the 20th anniversary celebration of the Bike to Work Day event. Steering Committee members were reminded that despite reports to the contrary, Bike to Work Day will not take place within the Washington, DC region during the calendar year 2020. Use of the Bike to Work Day 2020 name and logo are not permitted to promote unsanctioned events. All who had wished to participate in Bike to Work Day this year, are being advised to instead register for the Car Free Day event, occurring on Sept 22, 2020.

6. Sponsor Carry-Over

In 2020, the BTWD regional sponsor drive netted \$56,000 in cash donations. Due to event cancellation, all sponsors were provided with the choice of a full refund or a credit toward Bike to Work Day 2021 sponsorship. The following sponsors selected the credit option which provides a

\$26,950.00 head start for the 2021 sponsor drive: American College of Cardiology, Giant Foods, Marriott, City of Alexandria, City Dental, ICF, and Verra. Those sponsors opting for the credit will be asked to become sponsors of the 2021 Bike to Work Day event in the coming months.

7. Creative/Color Theme

Based on the time and effort that went into developing the color theme and creative materials for 2020, and given that T-shirts were never made, Committee members agreed to maintain the same general look and feel for the 2021 event. The previously designed images will however require some adjustments for 2021 and the Committee provided suggestions on possible approaches to do so.

8. Other Business

The next Bike to Work Day Steering Committee virtual meeting is scheduled for Wednesday, November 4, 2020, 10:00-11:30 a.m.