

**Bike to Work Day Steering Committee  
Meeting Notes Wednesday, November 12, 2008**

**1. Introductions**

**2. Approval of Minutes from September 10, 2008 Meeting**

The minutes were approved as written.

**3. 2008 BTWD Draft Report**

Nicholas Ramfos from COG presented the 2008 Bike to Work Day draft report. Mr. Ramfos asked that all final edits to the report need to be made by December 3, 2008. The committee will be asked to provide final approval of the report at the January 14, 2009 meeting. It will then be presented to the Commuter Connections Subcommittee at their January 27, 2009 meeting.

**4. 2009 Event Date and Rider Goal**

The official date for the 2009 event will occur on Friday, May 15. The Committee agreed that the goal for 2009 would include a 10% increase above the total registration mark set in 2008 of 6,957 registrants. The new approved goal for 2009 is 7,650.

**5. Pit Stop Renewal and New Pit Stop Suggestions**

Tonnetta Brown from the Washington Nationals reiterated Francine Waters' September 10, 2008 BTWD meeting announcement that the Washington Nationals would like to add a BTWD pit stop for the 2009 event. WABA staff expressed concern about having a second downtown D.C. pit stop and felt it could diminish the impact of the Freedom Plaza event. While it was acknowledged by the Committee that adding the Nationals pit stop could create some loss of attendance at the Freedom Plaza pit stop, overwhelmingly the group felt that adding the Nationals pit stop was going to be a very positive net gain for the event as a whole in terms of overall participation. The committee suggested that pit stop managers from both downtown locations

should get together to discuss how they can compliment each other to best serve the event as a whole.

Douglas Franklin announced that he was contacted by a person from Lisner-Louise-Dickson-Hurt Home in Washington D.C. (Western Ave near Wisconsin Ave) with interest in hosting a pit stop at that location. The Committee was interested in finding out more about this and suggested that the person attend the next BTWD meeting.

Douglas Franklin shared with the group that Reston pit stop manager Bruce Wright (not in attendance) mentioned the possibility of getting someone from the newly formed Herndon Bike/Ped Committee to start a Herndon pit stop.

The discussion of bringing new pit stops into the fold lead to the idea of creating some guidelines for new pit stop managers to follow. This would not only set some expectations for those interested but also provide basic guidelines to make becoming a new pit stop less daunting.

## **6. Sponsor Ideas/Discussion**

Douglas Franklin distributed and reviewed the 2009 sponsorship form and reported that Commuter Connections began their annual sponsorship drive through letters and phone calls beginning in October 2008. To date, Crystal City BID has already committed to being a gold level sponsor and there is interest from DC Lottery.

## **7. Marketing Materials Approach**

Douglas Franklin stated that the BTWD poster concepts would be presented at the January 2009 meeting and asked the Committee to select a color theme for the posters/T-shirts in order to provide some direction to the graphic artist. Posters from the last three events were shown to provide some historical perspective. Colors were green in 2008, red in 2007 and orange in 2006. Mr. Franklin noted that unless enough sponsorship dollars are available, white T-shirts would be ordered for 2009.

## **8. Other Business**

Commuter Connections will be updating content within the "Biking to Work in the Washington Area Guide" and asked that all edits be provided by the end of

the year. The COG Bicycle/Pedestrian Subcommittee is also reviewing the guides.

Gaylynn Abram announced that a The Scenic Virginia Award was given to the W&OD Trail, which honors scenic roads and roadside tourist attractions.

Next BTWD meeting was set for Wednesday January 14, 2009.