

**Bike To Work Day Steering Committee
Meeting Notes Wednesday, May 13, 2009**

1. Introductions

2. Approval of Minutes from March 11, 2009 Meeting

The minutes were approved as written.

3. Social Networking Sites/Email Outreach

Twitter and facebook pages were set up for Bike to Work Day for the first time. As of the meeting date, facebook had 42 members and Twitter had 11 followers. Commuter Connections send out two weekly HTML email blasts to last year's BTWD registrants and the employer database last week to help boost registration. A Flash file was circulated in early April by Commuter Connections for posting onto Steering Committee web sites.

4. T-Shirt Distribution

Volunteers who sorted the T-Shirts at ICF were thanked. They included Jeff Hermann and Charlie Strunk of Fairfax County, Terrie O'Steen and Sheila Wilson from Montgomery County, and Henry Mesias from the Washington Area Bicyclist Association (WABA). In general the pick up went smoothly. There were a few glitches. A volunteer from NIH went to pick up t-shirts and didn't have enough room in her Zip Car to fit them all; Washington Nationals picked up T-shirts but forgot to pick up their water bottles; and one sponsor's donated items, Timbuk 2 messenger bags, arrived late. A final list of 2009 BTWD registrants will be sent to pit stop managers on Thursday afternoon to facilitate T-Shirt distribution.

5. Press Release/Proclamation/ COG Podcast/Media Coverage

COG sent out two Media Advisories, the first of two listed confirmed elected officials scheduled to speak at the pit stop events. The press release will be sent out on Friday May 15. Eric Gilliland and Henry Mesias from WABA took part in a COG Podcast for Bike to Work Day. A proclamation was held at the April National Capital Region Transportation Planning Board meeting at COG. Chairman Charles Jenkins signed an enlarged version of the proclamation and photos of the occasion were placed onto the Commuter Connections web site. Known media coverage so far has included, New Channel 8, Washington

Post Express, Washington Times, Frederick News Post, Loudoun County, various calendar listings and many area blogs. More coverage is expected over the next few days and after the event.

6. Progress Reports from Pit Stop Managers

Pit stop managers gave brief updates on activities surrounding the coordination of their pit stops.

7. 2010 Logo Change Discussion

A Logo Redesign Questionnaire with six questions was sent out last month to update the Bike to Work Day logo for the 2010 event. Several thorough responses with valuable feedback were received. Based on the input, the graphic designers came up with four logo options which were presented at the Steering Committee meeting. The committee overwhelmingly narrowed its choice to one logo in particular, with the Washington skyline. Based on feedback from the committee, the selected logo will be modified to remove the Lincoln memorial and replaced with some greenery to symbolize the suburbs. The final logo will be presented at the September 9, 2009 Steering Committee meeting where it will be compared to a logo designed by WABA.

8. Other Business

Regional map plotting all pit stops was created by Commuter Connections and made available on the WABA BTWD web site.

Committee members suggested to set the May 2010 Steering Committee meeting on a date that does not fall on the week of the event.