



**CAR FREE DAY 2014
MEETING NOTES
Wednesday May 7, 2014**

1. Introductions

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

2. Approval of Meeting Minutes

The minutes from the March 12, 2014 meeting were approved as written.

3. Car Free Day 2014 Date

Car Free Day for 2014 will be held on September 22nd, which falls on a Monday.

4. Marketing

Marketing funds for Car Free Day 2014 will be available upon the start of COG's new fiscal year beginning July 2014. Upon the new year, work will be initiated on marketing related materials for the Car Free Day campaign. Main components will include updating of the event web site, and development of a new poster, and radio ad.

5. Prizes / Sponsors

Prize donations are being accepted for the 2014 event. In return, sponsors will receive logo placement and a hyperlink on the Car Free Day web site, and mentioned in the official press release. The lack of a bicycle for the 2013 raffle may have contributed to a loss of interest from bicyclists; the hope is to secure a bicycle for 2014.

6. Jurisdiction Roundtable

Meeting participants shared thoughts and ideas about ways to improve participation in the upcoming Car Free Day event.

PARK(ing) Day 2014 is Friday, September 19th. This may serve as an advantageous point for Car Free Day to rally from.

7. Other Business

The next Car Free Day Steering Committee meeting will be held on Wednesday, July 9, 2014, 10:00 am – 11:30 pm in Rooms 4 & 5.