



**MEETING NOTES  
2007 BIKE TO WORK DAY STEERING COMMITTEE**

**March 14, 2007 Meeting  
10:00 a.m. – 11:30 a.m.  
Meeting Room 3**

**1. Introductions**

**2. Approval of Meeting Minutes**

The minutes from the January 10, 2007 BTWD Steering Committee were approved as written.

**3. Sponsorship Update**

Kim Alleyne from Arch Street Communications reviewed the sponsorship drive. Ten sponsors donated cash to the event, totaling \$18,000. This exceeded the previous year's total of \$16,200. goDCgo.com is the top sponsor this year.

In addition, many in-kind donations have been pledged to contribute food, beverages, health club memberships, bicycles and bicycle accessories as prizes.

**4. Marketing Materials**

Douglas Franklin passed around samples of the new 2007 Posters and Rack Cards for BTWD, noting that each pit stop manager would receive a shipment within the next week. All pit stops would receive at least 500 racks cards and 300 posters.

As part of the Downtown BID sponsorship, BTWD signage will appear on six Circulator buses, four 6.5' wide overhead signs on each sized. Radio will air late April into early May through the pre-registration date. An HTML email was sent out in early March to 12,500 past registrants from 2004-2007. Banner artwork will be supplied by Commuter Connections for any pit stop who requests it.

**5. WABA Web Site / Registration Update**

Jeff Peel from WABA informed the committee that the BTWD registration web page was officially up and running. WABA will be working on a method of communicating the registration lists. Any changes to pit stop locations, times etc. should be emailed to [Jeff@waba.org](mailto:Jeff@waba.org).

A link appears on the BTWD web page for "Bike the Sites". The company is offering free rentals for anyone who needs a bike for BTWD. Pick up on Thursday, 5/17 from 5 – 7 pm either from the downtown D.C. location or the Bike the Sites Oasis in Rosslyn. This offer will provide an extra push for commuters that do not have a suitable bicycle.

## **6. T-Shirts**

Mr. Franklin reviewed the costs to purchase T-Shirts for the BTWD event. White shirts are available at \$15,847 for 6,500. Red T-shirts are considerably more expensive and are available at \$22,734. Currently, the sponsor dollar amount covers the figure needed to purchase white T-shirts but falls several thousand short of what is necessary to cover the solid colored shirts. Silver and Gold sponsors will appear on the T-shirts.

## **7. Water Bottles**

Phil Koopman announced that he would be placing an order for BTWD water bottles at a cost of approximately \$1 each. Please contact Phil Koopman at phil@citybikes.com or (202) 265-0159 if you are interested.

## **8. Progress Reports from Pit Stop Managers**

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

- AOL – Bike giveaway is put on display prior to the event to drum up interest
- Bethesda – People who win a raffle prize get to choose prize they want
- Fairfax – Fairfax Connector bike rack demo
- Fairfax University Mall - Will host an afternoon bike rally
- Frederick – Local bike shop donated a bike
- Freedom Plaza – Mayor Adrian Fenty confirmed attendance
- North Bethesda – Massage table
- Reston - Free lunch by Whole Foods for employer challenge winner
- Rockville – Rideon bike rack demo
- Silver Spring – health club, bike checks, DJ

## **9. Other Business**

Mimi Murray announced that she is leaving her post with Fairfax County and as BTWD Committee Chair and will be relocating to the Charlottesville area at the end of March.

The Crystal City BID will be adding a BTWD pit stop this year and they are also considering sponsorship.

VDOT will supply granola bars, water, reusable bags and VDOT representatives.