

**Bike to Work Day Steering Committee
Meeting Notes Wednesday, March 11, 2009 Meeting**

1. Introductions

2. Approval of Minutes from January 14, 2009 Meeting

The minutes were approved as written.

3. Poster

Douglas Franklin reported that 35 sponsor logos appeared on the 2009 marketing materials, a net increase of five from the previous year. All sponsors donated at least \$1,000 to the event through cash or in-kind goods. Total quantities printed were 20,000 flyers (posters) and 55,000 rack cards. Materials will be delivered by early next week. Most pit stop managers will get 300 posters and 500 rack cards unless other amounts were requested. An electronic version of the flyer can be downloaded from the Commuter Connections web site in PDF form. Commuter Connections will be sending a mailing out to employers with several flyers. A cover letter will also be included in the mailing packet asking employers to post the flyers in order to encourage employee participation in the event.

Pit stop changes reflected on the poster included removal of Dulles and the addition of Nationals Park. A discussion took place to explain the reasons behind the Dulles pit stop removal from the marketing materials. AOL was informed in writing of the BTWD policy that official pit stops must be open to the general public and welcome any bicyclist, regardless of what organization they work for. AOL was asked to open their doors to the greater bicycling community in order to reflect the spirit of the Bike to Work Day event. All companies are still however permitted to host their own unofficial BTWD events.

4. T-Shirts

A quantity of 7,500 blue T-Shirts are being printed at a cost of \$29,500 and paid through sponsor dollars. Bicycle supporters and BTWD sponsors, ICF International in Fairfax has once again been secured as the

T-Shirt distribution point. Giveaway items from City Bikes and other sources will also be made available for pick up at the ICF facility. Volunteers were solicited at the meeting to help sort the items for pick up. Fairfax and Montgomery County staff will join WABA to administer the distribution set up of BTWD T-Shirts and other donations for the various pit stops. Most likely pick ups will occur on Monday and Tuesday prior to the event, and a reminder email will go out to confirm.

5. Banners

Excess sponsor dollars allowed for the purchase of vinyl BTWD banners for any pit stops who express interest. Banners will be 8' x 4' in size and will have the same look and feel of the flyers. Pit stop information placed onto the banners will reflect that of the web site.

6. Bike to Work Day Web Site

The BTWD web site was launched on March 2. Pit stop managers were previously asked to verify all information on the site for accuracy and may submit local sponsor logos for their specific pit stop pages. Any further changes to the web site should be directed to Henry Mesias Jr. at WABA. Several pit stops opted not to have local sponsor logos on the web site and instead will recognized sponsors in another fashion.

7. Convoy Discussion

Steering Committee attendees discussed several current and potential convoy scenarios. As of the meeting, twenty-five convoys were formed by WABA volunteers. WABA staff stated that reverse convoys have not gained much traction as there is only interest in one so far.

8. Progress Reports from Pit Stop Managers

Pit stop managers provided brief updates on progress and preparations for their 2009 pit stops.

9. 2010 Logo Change Discussion

Refreshing the BTWD logo starting with the 2010 was a topic brought up at the January 2009 meeting. A logo design questionnaire to gain feedback from the Committee will be circulated in April in order to help with the development of the new logo. Concepts will be made available for review and further discussion at the May 13 meeting and the final logo design will be presented at the September 2009 BTWD meeting.

10. Other Business

| No further discussion took place due to time expiring.