



## **CAR FREE DAYS 2013 STEERING COMMITTEE**

### **MEETING NOTES**

**May 8, 2013**

**1. Introductions**

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

**2. Approval of Minutes**

The minutes from the March 13, 2013 meeting were approved as written.

**3. Car Free Days 2013 Dates**

Last year September 22nd fell on a Saturday, which resulted in a significant drop in participation. This year World Car Free Day falls on a Sunday, September 22nd. The Committee debated the merits of celebrating Car Free Day 2013 on a weekend again vs. a weekday and agreed to stretch the event over a several day period from Friday-Sunday and call it Car Free Days.

**4. Marketing**

Marketing funds for Car Free Days 2013 will be available upon the start of COG's new fiscal year beginning July 2013. At that time work will be initiated on marketing related materials for the promotional campaign. Main components will include updating the event poster (last year's poster art will be continued), and developing draft radio scripts for review by the Committee at the next meeting.

**5. Prizes/Sponsors**

Prize donations are being accepted for the 2013 event. In return, sponsors will receive logo placement and a hyperlink on the Car Free Days web site and mentioned in a press release.

**6. Jurisdiction Roundtable**

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

**7. Other Business**

The next Car Free Days Steering Committee meeting will be held on Wednesday, July 10, 2013, 10:00 am – 11:30 pm, COG Mtg Rooms 4&5.

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