

**Bike to Work Day Steering Committee
Meeting Notes Wednesday, November 4, 2009**

1. Introductions

Douglas Franklin informed the Committee that former BTWD Chair Robin Briscoe of the Tri-County Council for Southern Maryland had passed away last month after a long struggle with Lupus. The Committee held a moment of silence in memory of Ms. Briscoe.

2. Approval of Minutes from September 9, 2009 Meeting

The minutes were approved as written.

3. 2009 BTWD Draft Report

Mark Hersey presented the 2009 Final Draft BTWD Event Report and asked the Committee for approval. The main body of the report was approved; final edits to the individual pit stop summaries however will be taken from the pit stop managers through the end of the week. Answering a question from the Committee, Mr. Hersey stated that the report may include employers with five or more registrants. The report will next be presented to the Commuter Connections Subcommittee at their November 17, 2009 meeting for final approval and subsequently posted to the Commuter Connections web site.

4. 2010 Event Date and Rider Goal

Bike-to-Work Week 2010 is the week of May 17; the official event date will occur on Friday, May 21. The Committee approved a 10% increase for 2010 above last year's 7,869 registration total. The numeric goal for 2010 equates to 8,656 registrants.

5. Sponsor Discussion

The 2010 Sponsor Declaration form was distributed and reviewed by the Committee. Substantive changes included increasing the number of T-Shirts to 8,000; clarification regarding T-Shirt level (sponsor must provide a minimum of 50% in cash); better distinction of cash vs. in-kind (separate check boxes provided).

Commuter Connections began its annual sponsorship drive in October 2009 through letters and phone calls to prospective companies and has successfully signed two sponsors to date; Crystal City (Gold level: \$7,000) and GeoEye (Bronze level: \$1,000). Both are repeat sponsors. Capital City Club and Spa has verbally agreed to a three-month gym

membership valued at \$450 although this amount does not meet the \$1,000 minimum for logo placement on the event flyer. The floor was open to sponsors suggestions. Chantal Buchser from the Washington Area Bicyclist Association will be passing along a lead from MASN Sports Network. Phil Koopman stated that City Bikes is anticipating having more prizes than last year.

6. New Pit Stops

Several new pit stop managers attended the meeting and are progressing along with plans. New pit stops will appear in Prince William County at the Freedom Aquatic & Fitness Center in Manassas and in Bethesda at the National Naval Medical Center. Other possibilities include Herndon, the Merrifield area (hosted by Transurban) and an event at the Burke VRE station. Ideas for pit stops in Ballston and National Harbor were also mentioned.

7. BTWD Logo Change

The committee was presented with the final outcome of the new BTWD logo as voted on by the Committee which incorporates a female bicyclist silhouette against the Washington skyline. The logo will be introduced starting with 2010 event materials.

8. Marketing Materials Approach

To provide some direction to the graphic artist, the Committee selected a dominant color theme for the 2010 flyers and T-shirts. Materials from the last four events were reviewed for historical perspective. The main color themes for previous years were blue 2009, green 2008, red 2007 and orange in 2006. The Committee voted and selected yellow as the number one color for 2010 with a secondary color of purple. It was noted that regardless of the color selection, unless enough sponsorship dollars were made available, less costly white T-shirts would be ordered for 2010.

9. Other Business

The bike rack raffle prize donated in 2009 by Peak Racks was awarded to EPA. Due to too many complications regarding installation, the rack was instead donated to the National Park Service as a gift to Ft. Dupont Park in D.C.

WABA is exploring a possible afternoon event for BTWD and would also like investigate a means to measure the Employer Challenge for the entire month of May.