



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

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

1. Introductions

2. Approval of meeting minutes

The minutes from the November 8, 2006 BTWD Steering Committee were approved as written.

3. Bike to Work Day Awards

Commuter Connections received an award for the 2006 BTWD event from the regional chapter of the Association for Commuter Transportation at their annual awards banquet in December 2006. The award was accepted by Nicholas Ramfos and Douglas Franklin on behalf of Commuter Connections, the Washington Area Bicyclist Association (WABA) and the BTWD Steering Committee.

Eric Gilliland stated that WABA received the Metropolitan Washington Council of Governments' (COG) Regional Partnership award for its role in collaborating with Commuter Connections to help create a healthy, more livable region by promoting bicycling to work through the heavily attended annual BTWD event.

4. Sponsorship Update

Mr. Franklin provided an update of sponsor activity and mentioned that both VPSI and bikes@vienna have returned sponsor declaration forms, donating \$1,000 each. Both are repeat sponsors at the bronze level. In addition, the event has received a gold level sponsorship offer again from Downtown BID. In that agreement, the Downtown BID will provide \$4,000 in cash and at least \$3,000 in interior advertising on a number of Circulator buses. An in-kind donation by Big Wheel Bikes consisting of a Fuji Bike valued at \$1,300 was also made. In addition we have obtained verbal commitments from a number of other interested sponsors. All sponsors who donate at least \$1,000 cash or in-kind donations have through the end of January to secure a spot on the collateral materials.

5. Poster Concepts

Mr. Franklin presented three poster concepts for the committee to vote on. The Steering Committee recommended a red/blue color scheme and selected the execution with the U.S.

Capitol building, but opted to remove the lesser known monuments. The committee also suggested to enlarge the web site, and to scale back the verbiage on the poster from more descriptive paragraphs to basic information. Lastly, the committee suggested using a horizontal layout for the poster, the graphic designer on the project however, strongly recommended developing the poster using a traditional vertical format.

6. HTML Email

The committee opted to delay the HTML email to previous event participants until the point when the poster graphics are available. The preference was to send an email with a similar look and feel as found in the poster in order to provide a more uniform and professional message. This email would be sent out several weeks prior to the printed materials and would serve the purpose of acting as an initial announcement of the May 18th event date and also inform participants about when registration will be open. An employer tailored email will also be sent out to encourage involvement from the business community and to promote the 'Employer Challenge'

7. WABA Web Page/Online Registrations

As a placeholder, until the official 2007 BTWD registration site is up and running, WABA will put some basic information on their Events page about BTWD 2007. WABA plans to have the registration page up and running by March 1st.

Some of the changes/enhancements recommended for the registration page include making the employer name mandatory, and adding a comments field to encourage past participants to share their BTWD experiences. The purpose is to obtain some human interest stories that can be pitched to the media.

Changes to pit stop locations, times etc. should be emailed to Jeff@waba.org.

8. Progress Reports from Pit Stop Managers

Pit stop managers gave brief updates on activities surrounding the coordination of their pit stops. Fred Shaffer provided optimism about the possibility of adding a pit stop in Hyattsville. Mimi Murray announced that Fairfax County is in the process of trying to secure a second location in the southern part of the county. Also the pit stop normally held at the Fairfax County Government Center will be relocated to the Fairfax Corner Plaza located at Monument Dr. and Fairfax Corner Ave. This is being done in an effort to lure more of the business community to participate in the event. In previous years, participants were almost exclusively county employees.

9. Other Business

Eric Gilliland spoke about the prospect of organizing reverse commuter convoys for this year's event.