

**MEETING NOTES
BIKE TO WORK DAY 2011 STEERING COMMITTEE**

November 10, 2010

1. Introductions

2. Approval of Minutes from September 8, 2010 Meeting

The minutes were approved as written.

3. Bike to Work Day 2010 Draft Report

Mark Hersey, COG/TPB staff, presented the 2010 Final Draft Bike to Work Day Event Report. The report was approved by the Bike to Work Day Steering Committee. The report will also be presented to the Commuter Connections Subcommittee at their November 16, 2010 meeting for final approval and subsequently posted to the Commuter Connections web site.

4. Rider Goal – (registration goal)

The Committee approved a 10% increase above last year's 9,184 registration mark for the May 20, 2011 event. The numeric goal for 2011 equates to 10,100 registrants.

5. Sponsorship Suggestions

The 2011 Sponsor Declaration form was distributed and reviewed by the Committee. Substantive changes included increasing the number of T-Shirts to 9,000. Commuter Connections began its annual sponsorship drive in October 2010 through letters and phone calls to past sponsors and prospective sponsors. Two Bronze level sponsors have been successfully signed thus far; Crystal City and Bike and Roll, both repeat sponsors.

6. Color Theme

The color selection made by the Steering Committee for the 2011 T-shirts/posters was purple, based on a majority rule vote. Green and Orange were tied for the second highest votes. Regardless, if enough sponsorship dollars are not available for 2011, COG/TPB staff reported that white T-shirts will be ordered.

7. New Pit Stop Suggestions

Rick Holt has gained support to have at least four new pit stops in Prince William County. Possibilities also exist for a pit stop at the Pentagon, Gaithersburg, Oak View elementary school in Fairfax and second pit stops in College Park and Hyattsville. Fred Shaffer and Nohemy Miranda were asked to assist new pit stops within their respective counties and provide general guidance to get them started.

8. Plan of Action Updates from Pit Stop Managers

Due to time constraints this agenda item was put on hold until the next meeting.

9. Other Business

The 2011 logo and sponsorship form will be emailed to the Steering Committee. The next Bike to Work Day meeting will be held on Wednesday, January 12, 2011 from 10:00 a.m. – 11:30 a.m., in meeting rooms 4 & 5.