

**Bike to Work Day Steering Committee  
Meeting Notes Wednesday, January 14, 2009**

**1. Introductions**

**2. Approval of Minutes from November 12, 2008 Meeting**

The minutes were approved as written.

**3. 2008 BTWD Report – Final Approval**

Mark Hersey from COG presented the final draft of the 2008 Bike to Work Day Event Report. The committee provided final approval of the document. Mr. Hersey noted that the report will be presented to the Commuter Connections Subcommittee at their January 27, 2009 meeting.

**4. Sponsorship Update/Discussion**

Douglas Franklin noted that the sponsorship drive is looking positive at \$22,000 with several weeks remaining. Crystal City BID stepped up from Silver to a Gold level sponsor this year. Other signed sponsors to date include a second gold level sponsor HSBC Bank; ICF as a Silver level; and Bike and Roll, Coalition for the Capital Crescent Trail, GeoEye, Performance Bicycles and VPSI at the Bronze level.

Mr. Franklin noted interest from DC Lottery as well. The Downtown DC BID and DDOT have also expressed continued interest in sponsoring the event for either the goDCgo.com website or on behalf of the SmartBike DC system.

The initial deadline for sponsor notification was December 31, 2008 and the drop dead for sponsorship commitment in order to guarantee presence on the poster is Jan 30, 2009. High resolution logo art is also required by this date.

Phil Koopman discussed an electric hybrid bicycle as a possible sponsor for the event. Eric Gilliland stated that WABA did not have an official policy on supporting such bicycles and that further discussion needs to take place. Other local pit stops however may work with these companies should they choose to do so.

## **5. T-Shirts**

Commuter Connections is planning to order 7,500 T-Shirts for the 2009 event to accommodate for the 10% increase above last year's registration mark. A total of \$29,529 in sponsor dollars are needed in order to pay for color shirts, otherwise white T-shirts will be ordered. In anticipation of reaching the lofty sponsorship goal, several blue colored shirt samples were presented to the committee from light to dark. The committee selected what was described as "gator blue", similar to that of the University of Florida.

## **6. Poster Concepts**

Douglas Franklin presented three poster concepts for the 2009 BTWD event to the Steering Committee. The objective was to select one concept to be further developed for the event poster. The design which appealed to the majority of committee members and selected as the 2009 poster was "Flower Power". This selection emphasized the eco-friendliness or green theme of biking to work, with flowers, birds and butterflies leading and trailing a helmet-wearing businessman pedaling his way to the office. Feedback was provided by the committee to modify the poster further.

## **7. Bike to Work Day Web Site**

Henry Mesias Jr. discussed WABA's plans for the BTWD web site. The goal includes a March 2009 launch. Pit stop managers will be responsible for verifying all information on the site for accuracy and may submit local sponsor logos to Mr. Mesias for placement onto the individual pit stop pages. Since VDOT acts as a sponsor for each of the Virginia pit stops by supplying water, granola bars, bike safety gear etc. Gaylynn Abram asked that the VDOT logo be placed on all Virginia pit stop pages.

## **8. Progress Reports from Pit Stop Managers**

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

## **9. Other Business**

Douglas Franklin shared pictures taken by Henry Mesias Jr. of the bike rack that was donated by Peak Racks and raffled to GEICO. Pictures were also shared of the Silver Spring 2008 pit stop at Discovery Communications.

Bicycle Safety Tips brochures developed through the COG Bicycle and Pedestrian Subcommittee were provided at the meeting.

Next BTWD meeting was set for Wednesday March 11, 2009.