



MORE PEOPLE BIKING  
MORE OFTEN

Bike Winnipeg Board Meeting

October 10, 2017 at 6:00 pm to 7:30 pm

Location: Sport for Life, 145 Pacific Avenue, Winnipeg MB R3B 2Z6

Meeting Chair: Rachael Alpern Secretary: Misty Bromley

Present: Kaye Grant, Rachael Alpern, Misty Bromley, Ian Walker, Zach Fleisher, Denis DePape, Kailey Kroeker

Other: Bill Newman, Mark Cohoe

Regrets: Liz Shearer (proxy given to Misty), Philip Mikulec, Scott Sewell, Brit Curtis

Called to order: 6:06

#### I. Welcome and introductions

The board was asked what they hoped to gain from the meeting. Answers included discussing the strategic planning/vision document, provide feedback on current projects and get direction on where to prioritize, such as the city budget and civic election, get information about the upcoming fundraiser, obtain clarity in the September financial statements and find about the sponsorship strategy.

#### II. Review and approval of agenda. Amended to add 2018 budget and civic election items.

Moved: Zach Seconded: Ian Carried.

Zach asked about role clarity for Stephanie. **ACTION: Kaye to forward Bike Valet job description to board.**

#### III. Review and approval of September minutes.

Moved: Misty Seconded: Ian Carried.

**ACTION: All board members and the executive director to submit a photo and a short bio (2-3 sentences) for the website.**

#### IV. Strategic Planning

Kaye gave some history and then worked through each item described. The exact terminology such as "embrace" and "integrate" don't really matter. And overlap amongst the various items is OK. This document is the "guiding light" of what we are attempting to accomplish.

This document is also helpful for developing the budget (March) for presentation (April AGM). We may not be able to do all of the items but may be able to do a couple. It was expressed that it is better to narrow down our goals collectively and at the committee level and focus our efforts on specific achievable goals instead of spreading ourselves too thin.

Mark spoke to some specific items. The integration item - policy followed by advocacy. Language plays a strong role. There is so much overlap - just about everything could fit under each committee.

And how does something like winter cycling, a much smaller group, impact our overall mission? How do we serve both? How do we take advantage of opportunities? What can we influence? EG. Downtown cycling grid fits into several of our action items. Everyone knows about it; has some public support; being tested. Pitch to drivers and pedestrians as well. We have policy that backs it up.

How do we know when we have achieved these goals? This is a good tool when things come up. How do we start this projects off for success? We should find projects that fit with just about every committee and then we can all work together.

Focusing all committees on one project can create synergies. This doesn't not mean that picking two or three projects means that all other work is neglected; we can focus on more than one thing. There are many opportunities. Arlington is another big opportunity. So is public engagement on Climate Action, East Corridor Rapid Transit and more rapid transit in general.

Focusing on one project or two projects would make us better as a board.

**Motion: that we establish the development of the downtown cycling grid as a priority of all of Bike Winnipeg in 2018 and each of the committee should advance or leverage this priority.**

Discussion - does not preclude the committees have other priorities. Is this a wise choice given how the City works? We are a suburban city with suburban councilors. The grid is high up in the pedestrian and cycling strategy. There are other organizations that this would be a benefit to. Much education is required. We would meet opposition from some councilors with just about any issue. Partnering with different organizations provides opportunities to build relationships with other groups doing work in the city, such as the anti-poverty and housing groups and the Exchange Biz.

Motion is simple, does not conflict with any of our other work.

Moved: Denis      Seconded: Zach      Carried.

**ACTION - The strategy vision document should be taken to the committees for discussion and then at a board meeting (December?), present how the committees work will fit in with the strategy and vision. Ideally every report should detail how the committees are fulfilling the goals of the strategic/visioning document.**

**V.            A. Provincial transit campaign press release**

The province removing funding places a burden on the city because of balanced budget legislation. We work closely with transit; protected bike lines interact with buses and there is a relationship with bikes and rapid transit corridors. We have enough in common with transit to partner on this. Combatting climate change and reducing car use are complementary to our goals.

**Motion: to support the media release**

Moved: Ian            Seconded: Zach            Carried.

**V.            B. Civic election and budget.**

Fall 2018 is the next election which is a fantastic opportunity to bring up issues. Budget is an opportunity as well. Whatever we do for the election, we should get involved and push our times to the media and the public so that the politicians engage and react to the issues.

This is an opportunity to use our strategic plan and vision. A five point manifesto of what a bike friendly city looks like and get the candidates to sign for example. Additionally, 15 group rides after registration closes in September and get the candidates to get off the doorstep with and bike with the constituents.

All the "left" candidates were chosen by the Labour Council, with is rather limiting. Do we want to endorse and lobby candidates and get into recruiting? Can endorsing a candidate hurt us later on, especially if that candidate doesn't win? Report cards are another method.

The campaign period is six months. Bowman won't have a serious challenger; so the ward races will be the important ones.

Can we partner up with a couple of other organizations? E.G., Green Action Centre, Winnipeg Trails. Urban Brew, Green Action enter has done this kind of survey before.

A debate would be good; perhaps co-hosting with another organization. Urban planning is a general topic; transportation is more specific. It was pointed out that we talk a lot about partnerships; do we actually do this? Mark listed off several.

It was generally felt that this is a strategy worth our while considering. What do we need to do to move it? Do we need an ad hoc committee? Could take a significant amount of resources.

It was noted that that we could pick one or two smaller things and assist other organizations in their work.

Alternatively, it was suggested we could pick one or two seats and support a progressive candidate and work really hard to flip the seat. If that works, we'd have some serious weight and the councilor would really listen to us for the next four years. St. Norbert would be a strong possibility.

**ACTION: Zach to prepare two motions from the advocacy presented at next board for meeting. One presenting a plan and one for partnerships. Advocacy meeting required.**

VI. Reports accepted as distributed. Bike Valet did not submit a report.

**ACTION: Misty to add Bike Valet to her monthly notices and reminders.**

**Executive Director** - A working group on a bike theft mitigation is being created. We should draw on the broader membership and the Winnipeg Bike Watch Facebook group (who wants and needs connections). Gord Friesen is a liaison. This would be part of ATAC and therefore could be pushed upwards.

**Treasurer's report** - Several thousand dollars up. \$10K available to spend. Doing much better than previous years. Should be able to maintain these numbers. Some members want to start spending on actual projects, but some board members feel that BW's finances are still precarious.

Potential sponsorship money to follow. Charles is following up from fundraising committee. Could be \$1,000. There was a website problem during the campaign; PayPal button didn't work, but is now fixed. Fundraising needs to know when sponsorship funds are received.

**ACTION: The change in financial position from August to September has a \$3,000 change unaccounted for. Bill to clarify, specifically with Denis.**

**Fundraising and Membership** – Stressed importance of website and that it is not up to date. It is a vehicle to actively seek sponsorship. The website is also the primary source of information for our membership. Proposed a website improvement committee – Rachael and Kaye and Mark suggested we open it to the members. Liz has the social media and web experience to be useful. Lindsay Summers may also be interested. This may be budget item with long- and short-term goals. Changes should be implemented for January/February next year in time for next sponsorship drive.

When is the membership cutoff? From the concert on, dues will be a liability for 2018.

Moved to accept. Moved: Zach Seconded: Denis Carried.

## **VII. Upcoming events**

Ghost bike ride on October 28. Possibly October 26 as well.

Fall fundraiser – Roger Roger and Heartbeat City will perform. About 8 volunteers needed: box office, raffle tickets, green room and merchandise tables for the bands. Prize letters out this week for silent auction. Do we do a 50/50? Sell 2018 memberships? Do a concert special/include membership in ticket price? Mark will make option for renewal. We will have paper and electronic tickets.

**ACTION: SELL SELL SELL**

## **VIII. Additional business**

Motion: to add Rachael to signing authority.  
Moved: Kaye Seconded: Ian Carried.

**ACTION: Philip to educate Rachael on the process. Rachael to make arrangements to sign banking information.**

**Adjournment.** Moved: Zach. Carried.

**Next meeting: 6:00 pm, Tuesday, November 14, 2017 at Sport for Life.**