

Bike Winnipeg Monthly Meeting

June 11, 2013 – 5:40 to 7:20 PM
Sport for Life Centre, 145 Pacific Ave

Minutes

Directors:

Present: Jeremy Hull (chair), Kevin Miller (notes taker), Kaye Grant, Charles Feaver, Bill Newman, Loren Brault, Chris Chypyha (arrive at 6:22), Dave Elmore (leave at 7:00), Barrett Ens (leave at 7:00), Jim Falloon (leave at 6:12)

Regrets: Tom McMahon

Members

Present: Mark Cohoe (Executive Director), Amanda San Filippo (Bicycle Valet Winnipeg), Jason Carter

Non-Members: Shane Nestruck (5:50 to 7:00)

1. Welcome and Introductions, Review/Approve the Agenda and set time allocations

- All attendees introduced themselves.
- The agenda was reviewed/approved by consensus.

2. Approval of Minutes from the previous Monthly Meeting

- The April Monthly Meeting minutes, which have been posted at biketothefuture.org/about/meetings for 3 weeks, were briefly reviewed and then approved by consensus.

3. Sharing

a. Good News!

- Bollards have finally been installed on the Pembina Highway buffered bike lanes.
- Charles talked to Mayor Katz at the Bike to Work Day Kickoff and got positive feedback.
- There have been some good conversations on Twitter about timely cycling issues.

b. Emerging Challenges:

- None.

4. Executive Director's report -- Mark

- Mark's report is attached.

5. Treasurer's report – Bill

- Bill's report is attached.

6. Provincial Issues report -- Charles

- Charles' report is attached.

7. Safety and Education report -- Dave

- Dave's report is attached.

8. Logo and rebranding follow-up – Jeremy

- Earlier today, Tom wrote a comprehensive *Re-branding* email message to all Bike Winnipeg directors. It contained a memo/document, and 24 PDF/JPG images were attached to the email message. Tom's memo is attached (below). Not all of us read it prior to this meeting, and we don't have time at this meeting to carefully go through it, but we discussed the four recommendations.
- Tom's four recommendations:
 1. Approve the designs as presented by Dimension Display, including the Bike Winnipeg Valet rebranding.
 - We decided not to do this, at least not yet. We agree that when we need graphics services, we'll approach Dimension Design for quotes.
 2. Implement the new web page design immediately.
 - We need to have the final design/theme/framework presented to us first.
 3. Approve \$1,000 for business cards, member/donor cards, letterhead and envelopes.
 - We agree that when we need graphics services, we'll approach Dimension Design for quotes, but we're not willing to stock merchandise and paper materials.
 4. Give Tom and Mark authority to pursue the above directions, working with Amanda, as quickly as possible, over

the summer, with a report to the Board in September on the results and progress made. If funding is obtained from external sources, this would include authorization to purchase products for the purposes described above.

- We decided not to do this, at least not yet.

- Dave will get a quote for 4 *Bike Winnipeg* stickers to replace the *Bike to the Future* stickers on our display trailer.

9. Topics related to Manitoba Public Insurance – Charles

- James Benson (volunteer lawyer) will represent Bike Winnipeg at the Public Utilities Board hearing on June 25. We'll take a slightly different approach this time, compared to last year's hearing. We'll say we're happy with the progress made, but there is still a long way to go. If MPI doesn't have anyone to carry this forward, we can supply someone (Charles has contacted a person in Calgary) who is an expert in driver mentality.
- Dave mentioned that the national Can-Bike Administrator (Andy Wilson) is not an expert. The #1 expert in Manitoba is Howard Skrypnik (who won't become involved in this because he is a provincial employee). Dave is #2. An out-of-province person is ideal.
- We discussed this and agreed with it.

10. Tom's Highway Traffic Act letter – Jeremy & Charles

- If we don't agree with his letter, Tom will send it with his own name.
- We'd need to fact-check some aspects of the letter.
- Tom is proposing that Bike Winnipeg advocate for more than a 1 metre minimum passing distance. He's advocating for "full lane passing" – that a motor vehicle must change lanes when passing a cyclist. In our view, no legislative authority would support this.
- Most of us agree with most of the letter, but we can't endorse the current version of the letter.
- We admire Tom's energy and appreciate everything he's done for BttF / Bike Winnipeg during the past few years.
- Jason will edit Tom's letter and talk to him. Charles will also contact Tom.

11. Proposed changes to our meeting structure – Loren

- Loren explained his vision.
- Jason's comments: A monthly Board of Directors Meeting (to discuss Bike Winnipeg business) needs to continue. Scheduling occasional conferences for all members and others is a good idea.
- Kaye's comment: We spend a lot of time discussing things that don't need to be discussed.
- Bill suggested three different kinds of meetings for different audiences.
- There's really no need to report on anything unless a decision needs to be made.
- Loren and Kaye will work on developing some guidance in the form of proposed *Terms of Reference* for the working committees that might facilitate more efficient decision making and reduce meeting time.

12. Fundraising Committee plans – Jeremy

- We didn't have time for this item.

13. Membership Drive – Jeremy

- We didn't have time for this item.

14. Bicycle Valet Winnipeg – Amanda

- The first Blue Bomber game at the new stadium is tomorrow. Volunteers are needed for this event and many other Bicycle Valet events.

15. Upcoming events and the need for volunteers – Mark

- We didn't have time for this item.

16. Compiling and approving policy positions – Charles and others

- Charles & Jeremy: We should review and document everything we've said in the past, and then move on.
- Jason explained the Manitoba Cycling Association's policy method in great detail.
- Bill: Some things are policy and some things are situational.
- "Position Statement" versus "Policy Statement".

17. Spring Bike Counts (update) – Jeremy

- We didn't have time for this item.

18. Next meeting

- August Monthly Meeting: **Tuesday, August 10, 2013** at 5:30. We won't be having a meeting in July.

Executive Director's Report – by Mark Cohoe

Memberships: 788
Listserve : 1682
Facebook Likes: 168

Web Site Development

Migration

The website is still a work in progress. I have converted the list-serve over to MailChimp, which provides a much nicer email interface, but also provides back end reporting so that we can monitor the effectiveness of our mailings.

Fundraising

Grants

We were granted \$4,500 from Assiniboine Credit Union to undertake an initial public consultation on the prospects of building a greenway along the Manitoba Hydro right of way that runs parallel to McPhillips Street between the CPR Mainline and Chief Peguis Trail.

Sponsorship

Susan Frieg and Associates sponsored a 3 part webinar series on NACTO's Urban Bikeway Design Guide.

Outreach

Events Attended

- 2013 Timeraiser – May 30th, 2013 – 13 new volunteers
- Happy Days on Henderson – June 1st
- Pride Festival – June 2nd
- Riverview Foundation Cycle of Life – June 9th

Upcoming Events

MEC Bikefest

I have agreed to have BttF take part in MEC's bikefest at the Forks Saturday June 15th. We will need a few volunteers for this.

Advocacy

Wales

The city will not pursue any upgrades here.

Sherbrook Bicycle Lanes

A stakeholders meeting has been set up for June 26th.

Pembina Underpass

The draft report has been given to the city, but is not yet public.

Priorities for the next Meeting

- Website
- Membership Drive
- Bike Shorts
- Panet/Molson & Disraeli Connection
- Des Meurons follow-up
- Sherbrook Bike Lanes
- McPhillips Hydro ROW Greenway Project

Treasurer's Report – by Bill Newman

This is a brief summary of the financial activity and position of the organization for the month of May, 2013. It includes all items reported to date. Additional income/expenses may be received which will alter the final picture for the month.

More comprehensive financial statements are available online. Contact treasurer@bikewinnipeg.ca if you need additional detail.

Cash flow for the month of May, 2013

Income

Membership	\$20.00
Interest	0.59

Expenses

Staff contracts	\$601.47
Interest	1.47
Website	31.62
Bike Shorts	42.11
Bicycle Valet Operations	\$1327.88
Staff contract	750.00
Maintenance (Supplies and Website)	537.88
Storage	40.00

Total Expenses	\$2,002.79
Net income/(loss) for March	(\$1,982.20)

Financial position as of 2013-05-31

Current assets	\$12,435.86
Current liabilities	<u>\$280.00</u>
Funds available	\$12,155.86

Fixed assets and inventory	<u>\$11,566.32</u>
Retained earnings (net worth)	\$23,722.18

Notes

Provincial Issues Report – by Charles Feaver

Road Safety Campaign

More than 50 cyclists contributed to reaching our goal for the bus ad campaign. They contributed \$5,888 through The Wrench. In addition, Bike Winnipeg collected \$2,350 from Tire Stewardship Manitoba, and the Manitoba Cycling Association.



Message #2, “Please don’t squeeze” won 54% of the votes. The design was produced – pro bono -- by Anders Swanson. For \$7,890.40, the campaign will run for four weeks starting on June 17th on 30 busses, and Pattison Outdoors are throwing in as a bonus an additional 2 weeks on as many busses as remain available. We expect to have a small surplus that we can apply to our admin costs once PayPal costs and Wrench administration fees (a very reasonable 1%) are paid. I hope to receive detailed donor information soon to produce a proper campaign analysis.

MPI and Road Safety

There appears to have been a significant change in approach at MPI with regard to dealing with us on cycling safety issues. As we requested in our fall 2012 PUB submission, MPI have revised the driver handbook and the education materials on their web site. MPI now suggests allowing a metre from the curb as part of “as close as practicable”, they recommend allowing at least one metre when passing a cyclist, and they show cars changing lanes to pass. They also showed Mark and Dave some of their advertisements in advance, and consulted Dave on some of his suggestions. This is an important change in approach. We don’t need to be as critical of MPI in our PUB intervention, but we should still push them to be more effective in changing driver behaviour. We will have a better understanding of next steps after the pre-hearing conference on June 25th.

Provincial Government

A provincial government press release suggested they are doing things to promote AT when we don’t see significant action from the Government itself.

The Province is planning consultations on the regulations which will fill in the detail for the amendments to the Highway Traffic Act that were passed last year concerning position on the road and cycling infrastructure.

Public consultation regarding Active Transit at the North Perimeter Highway Thursday, June 27, 2013 @ 4:30 – 7:45
Covenant Christian Reformed Church (653 Knowles Ave).

Safety and Education Report – by Dave Elmore

The committee has not met, although the busboard advertising campaign is now a go. No further development of possible cycling courses with the fundraising committee. The response to PUB regarding MPI needs to be reviewed in light of recent developments.

MPI's Cycling Champion Courses

MPI's sponsorship for Bike to School Week (BTSW) did include 3 cycling champion courses. The courses are delivered by Can-Bike instructors working independently of any Bike Winnipeg initiatives.

Bike Safety Video

Still no update on the completion or potential release of any further videos.

CAN-Bike

There has been no recent updates to the Can-Bike curriculum redevelopment.

Leisure Guide Courses

The May 11 City of Winnipeg commuter cycling course through the Leisure Guide had a total of 7 participants. The City seems keen on continuing to provide these courses although registration is clearly an issue.

MPI's Cycling Safety Campaign

MPI recently shared with Bike Winnipeg (Mark and Dave) a campaign for cycling safety that they are undertaking in the month of June. The campaign includes bus boards, a 60 second driver commercial, and on air radio spots with Brian Barkley. These have been shared with the board.

The busboards fall a bit short of the kind of message that we would prefer but do portray a reasonable passing distance the a cyclist at a approximately 1 meter from the curb. The radio spots indicate "at least one metre" passing distance and that "some situations" may require you to change lanes. This seems as far as MPI is willing to go based on the current HTA. The 60 second driver commercial had been shot by the time we were consulted but based on my comments and their review of the footage they decided to reshoot the commercial. I provided my comments again and met with them to review the script prior to shooting. Most of the changes I suggested were incorporated in some form. I also attended the shooting on Monday June 10 and was able to influence the outcome to some degree. Overall I feel that MPI did listen (although only afterwards) and that they may be seeing the benefits of consulting us on these kinds of campaigns.



June 11, 2013

To: Bike Winnipeg Board of Directors
From: Tom McMahon, co-chair
Subject: **Re-branding**

As promised, the logo design and style guide/re-branding work with Dimension Display has produced many more products and information for Bike Winnipeg to consider.

Payment:

\$1,500 + taxes. Mark: please send a cheque to Dimension Display. (Their server crashed on the weekend, so could not provide a paper invoice just yet.) (Please note that CBC French reportedly just spent \$400,000 to change its name from Radio-Canada to Ici and then back to Radio-Canada when the public hated Ici.) Dimension Display has donated time, energy, expertise far, far beyond \$1,500.

Dimension Display is now well past their commitment. There are no more changes that we can ask of them for free. We have to figure out how to use the digital items they have provided as best we can. We can always order any of these items through Dimension Display, and in my view, we should, and it would be acting in bad faith if we do not. We can always pay them for additional design work.

List of cost of various items:

Dimension Display has costed out the various items, at quantities that Dimension Display and I thought would be reasonable for our internal discussion purposes. The purpose is to show the Directors how much a reasonable re-branding effort would cost. Dimension Display's recommendation is that if it is possible, Bike Winnipeg should do a full effort at re-branding, which would be everything on this list; but obviously that requires money that we do not have. Nonetheless, I believe that we can select some of the items within our current budget (letterhead, business cards, member/donor cards), reject some ideas (at least for now), and try to fund-raise for remaining ideas.

Items we need for our own communications purposes which cannot be sold:

1. business card for Mark
2. business card for Amanda
3. member/donor cards
4. letterhead
5. envelope
6. web site home page design
7. powerpoint background template
8. bike valet sign
9. bike trailer wrap
10. bannerstand (primarily for indoor set-ups)
11. table throw (primarily for indoor set-ups)
12. flag sign (bowhead, upright sign; attracts attention to the trailer or to bike valet from a distance)

Items we can sell or "give" away in exchange for a donation:

1. t-shirt with bike Winnipeg logo)
2. t-shirt with I bike Winnipeg (this is based on the t-shirt that Cycle Halifax sells at MEC and makes a few thousand dollars every year)
3. baseball cap with bike Winnipeg logo
4. decals for car window
5. label/stickers for bikes, etc.
6. bumper stickers
7. water bottles
8. key chains

Branding recommendations:

In my opinion, Dimension Display has given us a very strong logo/brand. The first time this appeared was on a sign at the Riverview Cycle on Life. City Councillor Jenny Gerbasi was truly impressed and immediately took a photo of the logo. Mark Cohoe reported many positive comments as well.

We have a new name, a new logo, a new web site, a new Executive Director, a bus ad campaign. Things are moving in the right direction.

Bike Winnipeg Valet:

There is no question in my mind that BY FAR the biggest branding opportunity for Bike Winnipeg is Bike Winnipeg Valet. Thousands of potential members will be using this service for every Bomber game, for Biking to the Viking, and many more places. There is no better way for us to come into direct contact with potential members and donors.

In my opinion, the branding of the bike valet service MUST change as quickly as possible to be perfectly integrated into the Bike Winnipeg branding. Please see the proposed new sign for Bike Winnipeg Valet and for Amanda's business card, web URL and email address: bikewinnipeg.ca/valet and valet@bikewinnipeg.ca.

In my view, any discussion of a membership drive begins with recruiting members and donors at all Bike Winnipeg Valet events; and begins with providing "give-aways" to donors.

We should ask the Bombers to help us re-brand Bike Winnipeg Valet. Four new signs = \$900.00. We should also ask for a new entrance tent with the new branding, and we should be bold and ask if the Bombers will also pay for the new wrap for the travelling trailer (\$1,545.00) and for Bike Winnipeg t-shirts for all Bike Valet volunteers. We should offer to put the Bombers logo on a first order of 144 t-shirts and water bottles that will be used as "give-aways" to new donors (minimum donation: \$20 = water bottle; \$30 = t-shirt)

Other branding:

On June 9, 2013, 160 cyclists wore t-shirts with bikewinnipeg.ca on them and with the message I bike WPG on the sleeve. This was the Riverview Cycle on Life fund-raising event. The logos were not available in time to be put on the t-shirts. We were able to achieve this because I was on the organizing committee that met through the winter and Riverview Cycle on Life accepted Bike Winnipeg as a "sponsor" (all other corporate sponsors donated money), in the hopes that Bike Winnipeg would be able to generate extra riders from previous years. While the number of riders was up, there were no other Bike Winnipeg directors participating in the ride and it was not obvious that Bike Winnipeg emails assisted in increasing ridership. Nonetheless, this serves as an example of what "sponsorship" can do. We need to seek out branding opportunities.

Cycle Halifax sells I bike HFX t-shirts at MEC. I believe that MEC pays all costs, even the costs of the t-shirts, and all profit goes to Cycle Halifax, but that would need to be confirmed. I do not know if MEC in Halifax ALSO gives grants to Cycle Halifax, as MEC in Winnipeg does. Nonetheless, it would be important to have a conversation with MEC in Winnipeg to see if they are willing to sell I bike WPG t-shirts (we could put both Bike Winnipeg and MEC logos on the t-shirts).

We should have a discussion with CAA, MPI and Assiniboine Credit Unit to see if they will contribute to the costs of re-branding. For things like t-shirts and baseball caps, we are essentially asking for a loan: give us money to buy product up-front, we will sell and keep profits and repay the amount of the purchase of the products. (Of course, we would be delighted to simply receive a grant!) Again, we can offer to put on their logo with ours in exchange for the money.

Obviously, we need to maximize Bike Winnipeg branding opportunities with Cyclovia and Bike to Work Day.

I am sure there are many, many other funding sources and branding opportunities to be explored.

Recommendations:

1. Approve the designs as presented by Dimension Display, including the Bike Winnipeg Valet rebranding.
2. Implement the new web page design immediately.
3. Approve \$1,000 for business cards, member/donor cards, letterhead and envelopes.
4. Give Tom and Mark authority to pursue the above directions, working with Amanda, as quickly as possible, over the summer, with a report to the Board in September on the results and progress made. If funding is obtained from external sources, this would include authorization to purchase products for the purposes described above.