

Grow Our Bicycle Tourism Meeting #6

April 20, 2016

Agenda

BIKE RIDERS – Please use the secure bike parking on the patio

9:00 Welcome, Overview, Goals

Supervisor Steve Bennett, Ventura County First District

Supervisor Salud Carbajal, Santa Barbara County First District

Introductions

9:15 Alex Favauchio 1min video preview

9:20 Introduce facilitators of Workgroups, and they will report out on work since our January 27 meeting.

PR and Marketing

Marlyss Auster and Kent Epperson

- Refine the Bike Friendly Business check list based off tiers and begin distribution within communities (Brian)
- Create brandmark (have two options for marketing committee to review and move forward with uploading and sharing with committees (Kent)
- Once brandmark in place load on social channels and start feeding social channels with imagery (hopefully committee members will upload on flickr- so we have a healthy photo library to choose from) (VCB team)
- Be sure that urls purchased are directed to bike-santabarbara.org temporarily (refinements forthcoming to add in Ventura County) (VCB team to point URLS)

Website Update:

- Ed France report on Splash Page

Infrastructure

Peter Brown & Jeremy Tittle/Steve Offerman

- Subcommittee to ride Grand Loop and identify wayfinding/safety sign locations: Peter, Eve, Matt, Derek. Special attention needs to be paid to the crossings of Painted Cave Road and Hwy 154. They will coordinate with Kate Faulkner of Wayfinding. Derek will cover coordination with VCTC's wayfinding project and will connect Matt Dobberteen with VCTC. The Infrastructure Committee supports using the City of Santa Barbara bike trail wayfinding logo (bike in sun) as the design template for the Grand Loop signage.
- Peter Brown will continue to work on installing "Coastal Bike Route" signs in Santa Barbara and will coordinate sign post locations...
- Steve Offerman will post the procedure for lodging a Caltrans maintenance service request on the Google Group and email it to Ed/Eve for website posting.
- Steve Offerman will work on assembling a list of points of contact for citizen requests for bike trail and road maintenance at the various cities and counties.
- The combined Infrastructure and Wayfinding Committees agreed that the VCTC Wayfinding project is the best venue to resolve the issue of whether the Coastal Trail should be located on Ventura Road or "J" Street (in Oxnard/Pt. Hueneme).

Wayfinding

Kate Faulkner and Leslie Ogden

- Identify Route Segments utilizing our standard starting points that are identifiable and close to where visitors concentrate
- Finalize Elements of each "Ride Page"
- Acquire and organize photos for each ride
- Sign up for preparation of Ride pages
- Upload to the Web
- Ed will finalize UCSB route
- Continue efforts to resolve Port Hueneme Ventura Road/J Street route issue

10:05	Immediate Short-Term Funding Website Development
10:20	Where the Organization is Going
10:30	Workgroup and Subgroup work
	Infrastructure and Wayfinding meet together for 10-15 minutes if needed.
11:10	Assignments for next meeting
11:15	Workgroups report out what they will have ready for next meeting
11:25	Next Meeting Date, Closing Comments and Evaluation Sheets <i>Bennett staff can stay later if anyone has issues they want to continue to discuss.</i>

Meeting Notes available online on the Supervisors' websites at:

www.ventura.org

-and-

www.countyofsb.org