

Grow Our Bicycle Tourism Meeting #8

October 19, 2016

Agenda

BIKE RIDERS – Please use the 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 (not expected)

Introductions

9:15 Workgroups meet to review progress made since July meeting.

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

INFRASTRUCTURE- Peter & Jeremy

101 bike lane new signs

Matt visual displays for Sept party for bike lane projects on coastal route

VCTC Wayfinding project - good coordination on sign design

Signs up in Goleta

ATP Grant application update

VCTC Sales Tax Passed

MARKETING – Marlyss & Kent

By August 15 final drafts, google form on website, business cards with area you can add name in for referral from """"

8/15 - social media launch, several members

Need more images, going to share FLICKR account again

Brian Gate Keeper and keep communication open with Ed

Encourage when we share we share with groups at Chamber meetings, hit multiple hits in one location

BIKE FRIENDLY BUSINESS - Brian

WAYFINDING – Kate & Leslie

Finish Coastal route

Coordination w/ VCTC on a couple of problems

Work with Infrastructure - Grand Loop and Coastal where we want signage -

Prioritize how signage up

Times of rides - when time to avoid certain areas eg. 150; 192

VCTC routes, make sure we attend public workshop and give input

VCTC Wayfinding Project – Richard Holzer

10:00 Organizational Structure – emailed to all; any final thoughts/recommendations?

10:30 Immediate Short-Term Funding Report and Brainstorm:

IV. ROLES AND RESPONSIBILITIES OF PARTNERS

The following describes the roles and responsibilities of the Partners, including the Steering Committee, Coordinator and Fiscal Sponsor:

A) Participating Partner

A Participating Partner is an individual or agency that:

- Makes a financial contribution **and** contributes staff time and/or in-kind services for Cycle California Coast.
- Serves on the Steering Committee and/or any Subcommittees (e.g. Marketing and PR, Wayfinding, Infrastructure and Bike Friendly Business) but is not required to do so.

B) Sponsoring Partner

A Sponsoring Partner is an individual, private business or organization that:

- Contributes a cash contribution to Cycle California Coast.
- Provides in-kind staff support above and beyond attendance of meetings and steering committee activities.
- May also serve as an Advisory Partner and/or Steering Committee Member.
- Is acknowledged as a sponsor on the website, social media and program materials.

C) Advisory Partner

An Advisory Partner is an individual or organization that:

- Provides information, expertise, and assistance regarding program development and the requirements of Cycle California Coast, as requested.
- Does not make a financial contribution towards Cycle California Coast.
- Responds to specific requests e.g. a need to inspect a facility, provides feedback on draft checklists, etc.
- Is not required to attend any meetings or serve on the Steering Committee or any Subcommittees.

10:50	Workgroup and Subgroup work; NEW* Bike Friendly Business Workgroup – Brian, Fiorella, Kent, Cindy, Hillary, Eric, Shelly, CIBC, Diane, Barbara
11:30	Assignments for next meeting Workgroups decide what work to be accomplished between now and next meeting.
11:40	Workgroups report out what they will have ready for next meeting
11:50	2017 Tentative Meeting Dates, Closing Comments and Evaluation Sheets

January 25, April 19, July 19 and October 18.