

Grow Our Bicycle Tourism Meeting #5

January 27, 2016

Agenda

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

9:10 Welcome, Overview, Goals

Supervisor Steve Bennett, Ventura County First District

Supervisor Salud Carbajal, Santa Barbara County First District

Introductions

9:15 Alex Favacho

Report on possibility of participating with Ortlieb, USA on a promotional video that will include bicycle tourism in Santa Barbara & Ventura Counties.

9:20 Workgroups meet to review progress made since October meeting.

9:30 Introduce facilitators of Workgroups, and they will report out on work since our last meeting on Oct. 28.

Marketing & Public Relations

Marlyss Auster & Kathy Janega-Dykes

- Team member will attend the bike tourism conference in San Diego.
- Establish a toolkit including:
 - Introduction to our committee
 - Information for how to contact/connect with us
 - Tools and resources on becoming Bike Friendly (how to get there)
 - Criteria and levels
 - Decal
- Work with Brooks Institute to develop branding ideas, including a logo
- Build a rough website map – lead: Cheryl & Rebekah
- Buy URLs – lead: VVCB
- Create social media channel – lead: VVCB
- Create Flickr account for the group to share media – lead: VVCB
 - For use for this mission only

Infrastructure

Jeremy Tittle and Rob Dayton/Peter Brown

- Create a Google Group to communicate with each other
- Communicate with Caltrans about road maintenance and improvement needs.
- Signage - Peter will lead the effort on the Coast Route to work with the local jurisdictions to identify signage needs.
- Derek will work on VC signage efforts
- Infrastructure, cont.
- 4-5 folks will ride the entire Grand Loop to identify the signage needs, coordinate with Wayfinding
- Hillary will add to her multi-modal powerpoint presentation and circulate
- Get better information on the transit sites that need to have better info on their web sites about the amenities and rules for bikes.
- Enhancements to transit modes.
- Coordinate with Marketing to get info above from Hillary.

Wayfinding

Kate Faulkner and Leslie Ogden

- Complete the 3 segments of our routes.
- Use Google Earth for pinpointing signage and infrastructure needs.
- Add PDF version of routes to SB Bike Coalition info.
- Will work on the UCSB and J Street/Ventura Blvd. routing
- Steve DeGeorge and Alta will send out their timeline/calendar for Wayfinding project.
- Kate Faulkner and Leslie Ogden will coordinate with Infrastructure Workgroup on Grand Loop ride to identify signage and infrastructure needs.

10:00 What work will you do today

10:10 Report out what work you will do

-Continued-

10:25 Workgroup and Subgroup work

11:25 Assignments for next meeting

11:35 Workgroups report out what they will have ready for next meeting

11:50 Next Meeting Date, Closing Comments and Evaluation Sheets

Meeting Notes available online on the Supervisors' websites at:

www.ventura.org

-and-

www.countyofsb.org