

Grow Our Bicycle Tourism Meeting #7

July 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 Workgroups meet to review progress made since January meeting.

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

**Marketing:**

Amgen in Ventura Video <https://www.youtube.com/watch?v=RWMdkEHrVNY>

- Refine Bike Friendly Business program
- Tourism Week May 5
- Sticker
- Ed – Change color palette, font and add logo on landing page
- Distribute Flickr account
- Social Channels

**Wayfinding:**

- Finalize Routes
  - Send to all
  - Record changes
  - Suggest areas to check
  - Include times
- Grand Loop and Coast Route
  - Webpage template
- Feeder routes?
- Will work with Ed France on putting our output to the web site

**Infrastructure:**

- Post maintenance/service request agency contacts info for Santa Barbara County jurisdictions to the Google Group, and hopefully to a new webpage to be facilitated by SBCAG.
- Get Coastal Route signs installed by Santa Barbara County. May involve riding the route.
- Involve the City of Goleta in the Coastal Route and Gibraltar Loop signage efforts and the Bike Tourism group.
- Work on Gibraltar loop signage including coordination with Santa Barbara County staff.
- Continue to work with Caltrans on maintenance and improvement projects.

10:00 Organizational Structure

Review Draft Document, discuss and provide suggestions

10:30 Immediate Short-Term Funding Report and Brainstorm

10:50

## Workgroup and Subgroup work

Should another Workgroup(s) be formed today based on Organization Structure Discussion?

Workgroups meet and discuss goals and objectives – consider impacts of new organizational structure

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

## Next Meeting Date, Closing Comments and Evaluation Sheets

Meeting Notes available online on the Supervisors' websites at:

[www.ventura.org](http://www.ventura.org)

-and-

[www.countyofsb.org](http://www.countyofsb.org)