

# Grow Your Bike Tourism

## Meeting Notes

- should buy all possible URLs (.com, .bike, .org) for [www.CycleCaliforniaCoast.com](http://www.CycleCaliforniaCoast.com) and [www.CycleCalCoast.com](http://www.CycleCalCoast.com)
- need to decide on criteria
  - basic: parking, water, restroom
  - need to define parking better (secure, viewable)
- offer memberships?
- cross-promotion? links to us, emblem
- incentivize being bike-friendly → make it competitive, establish levels, give out awards
- begin with relatively achievable criteria and get stricter with time
- survey - what would you be willing to do? (down the line)
- create a toolkit - we want you to do X,Y,Z in exchange for bike-friendly decal
  - include direction on how to be bike-friendly
  - suggested levels: bike friendly and bike enthusiasts
  - involve already bike friendly businesses as role models
  - ask for public opinion on business bike-friendliness
- get Chambers of Commerce involved
  - have them market and distribute our bike-friendly 'package'
  - present to all Chambers at once
- outcome: create bike-friendly program
- promote it on social media (need to create social media pages)
- build media → take more photos, attend events
- ready to roll out by May? (National Bike Month and Tour of California)
- Cheryl to share notes from bike conference in San Diego

## Goals for January

1. Establish a toolkit including: -- lead: Brian Brennan
  - 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
2. Work with Brooks Institute to develop branding ideas including a logo
3. Build a rough website map -- lead: Cheryl & Rebekah
4. Buy URLs -- lead: VVCB
5. Create social media channels -- lead: VVCB
6. Create Flickr account for the group to share media -- lead: VVCB
  - for use for this mission only

- required tags and credits

## Additional Ideas:

- create a Guide to Ventura on a Bike or Car-Free Ventura Itinerary for our website
- create a one page introduction to our committee and objectives and use it to send out a press release to explain what we're up to and what to look forward to