

Bike Lodi Meeting Minutes
Zoom
February 22, 2021
6:00 p.m.

Attendees

Joni Bauer, Andrew Grutman, Anita Herman, Cathi Johnson, Steven Knutson, Gordon MacKay, Kari McNickle, Bill Mitchell, Norm Mowery, John Oberholser, Jeff Pell, Kathryn Siddle, Julia Tyack, Kandas Vacarrezza

Call to Order

Chairperson Kathryn Siddle called the meeting to order at 6:05 p.m.

Welcome and Introductions

Board members and guests introduced themselves.

Treasurer's Report

Chair Siddle reported on behalf of treasurer Robin Knowlton. As of January 31, 2021: current assets total \$7,709.70; liabilities and equity total \$7,709.70.

Old Business

Public Awareness Campaign--The Public Awareness Task Force met twice. To build awareness that Lodi is a bike friendly city, Keith Colgan, Keith Colgan Photography, will photograph pro bono in exchange for cleaning up two of his bikes; Mike Georguson, Valley Outdoor Advertising, will try to obtain bus advertising. Keith will photograph and send to Mike for formatting; Mike will send to Vina Moore at Sign Tek Inc. to create yard signs and banners. Order of 100 double sided yard signs--\$15.50 per sign; banners (three feet by six feet) cost \$125.00 each. Grant funds from the Rose Foundation will pay for the campaign. Plan is to feature Lodians who are cyclists, build awareness that all ages and abilities cycle in Lodi. Impactful images will focus on individuals known in the community individuals, conveying a positive message borrowing from Bike Cleveland's "We're All Drivers" campaign. Possible subjects include: Joe Lange, Norm Mowery, Dave Phillips, Brian and Karin Stark, Vanessa and Steve, Low Riders Bike Club.

Sandhill Crane Ride will take place on October 23, 2021.

Membership--vice-chairperson Kandas Vacarrezza reported she mailed membership renewal letters to members. Discussion about the inconvenience of mailing renewals: printing form, finding an envelope and postage stamp. Establishing a PayPal account began a few years ago; Robin Knowlton continues the process. Robin also recommended Bike Lodi obtain a credit card. Motion by Kandas Vacarrezza, seconded by Gordon MacKay to authorize Robin Knowlton to apply for a credit card. Motion passed.

Social Media—Chair Siddle has been updating the website.

Caltrans District 10—Interregional cycling tourism study to promote bike tourism to promote economic development. Kari McNickle shared the study includes Alpine, Calaveras, San Joaquin, Stanislaus, Tuolumne counties. Revenue is tied to bike infrastructure: wayfinding amenities, bike racks, county and city roads. Rob Williams would like stakeholders to provide input.

Bicycle Repair Station--Kandas Vacarrezza sent an e-mail to City of Lodi Department of Public Works about installing the bike repair station at Lodi Lake. No response, but Kandy will follow up on Thursday, February 25. Cathi Johnson volunteered to assume the lead in light of her role with the City of Lodi as deputy director, Department of Parks, Recreation and Cultural Services.

Greenline Feasibility Study--The City of Lodi and its partners, Bike Lodi and San Joaquin Council of Governments (SJCOC), released a Request for Proposal (RFP) to seek a consultant or consultant team to conduct a feasibility study for transforming an approximately 1.75-mile Union Pacific spur line right-of-way owned in fee by the railroad into a railbanked multimodal bicycle and pedestrian trail. The right-of-way served a General Mills plant within the City that shuttered in 2015.
(<https://www.sjcog.org/DocumentCenter/View/5838/Lodi-Greenline-Feasibility-Study>)

New business

Jeff Pell reported Michael Smiley, a cyclist in Sausalito, reached out to Bike Lodi three years ago to share his Great Central Valley Bike Route—700 miles through 13 California counties. Shasta Bike Club will own the Shasta to Sacramento route; Michael would like Bike Lodi to own the southern part and include routes on the website. Jeff is unclear what Michael needs. Kari McNickle volunteered to contact Michael; Kandy and Joni will work with Michael to post routes.

Other Business

Chair Siddle reported that an undisclosed group hosting an outdoor festival at an undisclosed park on June 5 inquired about Bike Lodi bike valet services.

Joni Bauer announced the 13th Pedaling Paths to Independence to benefit Community Center for the Blind and Visually Impaired will be virtual, February 27 through March 7, 2021. She thanked everyone who previously supported the event and those who stepped to the plate this year.

Next meeting: March 29, 2021, 6:00 p.m. as an open meeting via Zoom

Chair Siddle adjourned the meeting at 7:00 p.m.

Respectfully submitted,

Joni D. Bauer

Joni D. Bauer, Secretary