

Bike Lodi Board Meeting  
Zoom  
October 26, 2020  
6:00pm

**Attendees**

Joni Bauer, Robin Knowlton, Steven Knutson, Gordon MacKay, Bill Mitchell, Jeff Pell, Kathryn Siddle

**Call to Order**

Chairperson Kathryn Siddle called the meeting to order at 6:02 p.m.

**Treasurer's Report**

Kathryn reported \$7,532.00 in the bank. Due to change of officers, Kathryn found three checks when Doug Bojack returned treasurer materials. (Jeff Pell gave treasurer's materials to Doug Bojack; Doug returned to Kathryn when he and Salwa moved.) Treasurer position is vacant. Strategy to recruit members to elevate to the board and assume position. Kathryn purchased QuickBooks on recommendation of accountant/auditor friend of hers who reviewed Bike Lodi's books. Marriott Fairfield Inn donated \$5,000.00 to support Bike Lodi.

**Old Business**

Rose Foundation Grant update—grant year completed. Bike station is built, waiting for installation. City of Lodi Public Works currently closed, but Kathryn will contact Public Works Director Charles Swimley. Support to install at Lodi Transportation Station (LTS). Visit Lodi excited about possible installation at LTS.

**Visit Lodi Board**--Kathryn serves as vice-chair of Visit Lodi board of directors. Bike Lodi routes number one hit with Visit Lodi. Hampton Inn, Fairfield Inn, Holiday Inn Express—Robin suggested creating bike routes from these hotels.

**New Business**

Board Vacancies—treasurer, social media positions vacant. Kathryn willing to edit newsletter with support. After last electronic newsletter, Kathryn heard from an inordinate number of people with near misses, reinforced need for public awareness. Two drivers told Kathryn her article changed their driving behavior.

Public Awareness Campaign--focus on safety, possibly billboards to educate public; \$300.00 to \$800.00 per week (excluding design) for billboards. National Transportation Safety Board may have grants available; Steven Knutson suggested approaching Lodi Adventist Health, Jeff Pell suggested California State Automobile Association (CSAA) and NEWS SENTINEL. Kathryn will assign tasks to Kandy Vaccarezza to assist. City of Lodi has "Share the Road" stencil, should be able to paint on designated roads. Gordon MacKay suggested placing digital message boards throughout the city if city has them. City of Lodi Police Department? Office of Traffic Safety?

**New Goals**

--update and print more brochures. Kathryn connected with Tony Segale who's willing to create new Bike Lodi logo.

--Does Bike Lodi want to purchase more bike racks? Bike Lodi has money to buy, may not be practical to buy now. Robin suggested second tool repair station at Lodi Lake. Charles Swimley likes the idea of bicycle repair stations.

Brian Shirk plans to open a bike shop at 312 North Ham Lane, Lodi on January 1, 2021.

Next meeting: November 30, 2020, 6:00 p.m. as open meeting via Zoom

Respectfully submitted,

Joni D. Bauer, Secretary