

BIKE LODI
MEETING MINUTES
JULY 9, 2019

Call to Order - Kathryn Siddle, Chair, called the meeting to order at 6:03 PM

Present - Joni Bauer, Doug Bojack, Salwa Bojack, Anita Herman, Robin Knowlton, Steven Knutson, Gordon MacKay, Bill Mitchell, Jeff Pell, Kathryn Siddle, Kandy Vaccarezza

June Meeting Minutes - Minutes of the June 24, 2019 meeting were approved as distributed

Treasurer's Report - Jeff Pell, Treasurer, reported that the June beginning balance was \$954 and the month ended with \$843 in the checking account. Expenditures were for the 501(c)3 (\$275) and domain name (\$20). There was \$184 income during June, which was comprised of bike valet donations (\$109) and raffle ticket sales (\$75). The current account balance as of today is \$1,219.

Social Media Report - Salwa Bojack said that she and Kathryn are working on the newsletter, which will be out soon. The last edition was an extra one in May in conjunction with Bike Month. There is now a tab on our web site for the Bike Friendly Business Award. Salwa is exploring consolidating the domain name with our web site so that we would no longer need Go Daddy.

Old Business

Kathryn provided a recap of the 4th of July bike valet, at which at least 30 volunteers parked 540 bikes. Details about income, expenses, supplies used, recommended needs for 2020, and suggestions for improvements were discussed.

All volunteer slots for the Farmer's Market bike valets have been taken. It is anticipated that someone from the County Public Works department who is working on a grant-funded countywide master bike plan will come to our booth to gather some community input.

There has been, as of this meeting, \$355 collected for the bike raffle, \$220 of which has been through Facebook.

Jeff, Steven, Kandy and Kathryn rode and mapped out a 12.5 mile, 11 park (counting Lodi Lake) route for the September 7th Park to Park ride. Parks & Recreation will do all the printing of flyers and posters. In addition to promotion through social media, information has been sent through Lodi Live, Macaroni Kids, Life & Leisure, Lodi News-Sentinel and Visit Lodi. A number of sponsors and donations have been secured, including \$100 from Food 4 Less and \$25 from Costco. Steven Knutson will have a bike repair station at the beginning of the event at Lodi Lake. In addition to drawings for raffle prizes after the ride, the winning bike raffle ticket will be drawn.

John Oberholser volunteered to staff the LUSD Health and Safety Fair at Westwood Elementary School on September 20th from 8:30 - 11:00 AM.

It was requested that an input for adjustments to the Bike Lodi brochure be sent to Kathryn. She has obtained one quote for printing.

Bill Mitchell gave an update on the Health Vision Action Team (VAT) initiative to work with local business to improve the health of employees. Lodi, like other cities in the San Joaquin Valley, suffers from higher than average rates of cardiovascular disease, obesity, and diabetes. Kathryn Siddle reported on the Tourism VAT, which is looking to promote the many other tourist opportunities in Lodi, in addition to wine.

New Business

Ice Cream on Pine Street will be on August 10th from 5:00 - 8:00 PM. Bike Lodi will provide a bike valet.

Kandy Vaccarezza and Kathryn were interviewed by San Joaquin Magazine, which is doing a story about Bike Lodi.

Doug Bojack spoke about a grant opportunity with the Rose Foundation, which funds non-profit grass roots environmental justice projects in Northern California. The use of funds can be very broad, such as for programs, projects, or operations, and can be supplemental to ongoing fundraising. The application process is rolling, with new applications being accepted quarterly for up to \$5,000. One organization can receive funding up to three times. Initial discussion led to ideas such as a bicycle rodeo materials kit, professional logo design, and an additional bicycle repair stations (Robin suggested having one at the transit station).

Kathryn has invited a representative from San Joaquin County Public Works to speak about the countywide master bike plan.

Planning for the Sandhill Crane ride has begun and will be discussed at the next meeting.

Next Meeting - Monday, August 26, 2019, 6:00 PM

The meeting was adjourned at 6:55 PM