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## February Meeting Minutes February 15, 2018

Mark Deshon called the meeting to order at WILMAPCO at 4:00 p.m.

**Member attendees:** Mark Deshon (Chair), Bob McBride (Treasurer), Karl Hassler, Dave Saunders, Brian Bahnson, Karen Rosenberg, and Ian Peters

**Partner liaison attendees:**

Bike Delaware: John Bare

DelDOT: Paul Moser

City of Newark: Mike Fortner (Planning & Development), Ofc. Alex Whitt (Police)

WILMAPCO and Newark Bike Project: Heather Dunigan

University of Delaware: Ofc. Michael Slater (Police)

**Guests:** Megan McGuriman (Downtown Newark Partnership)

### **Adoption of meeting minutes from January 18, 2018**

Corrections from the draft of the minutes include adding Barb Hughes's name to the list of members attending and changing the Bike Central dates listed in the draft from "March 14 and 18 and April 11" to "March 14, April 18, and April 11." Voting members attending then adopted the minutes with the aforementioned amendments.

### **Financial Report as of February 15, 2018**

The financial statement as of Jan 31, 2018, was presented as a handout. The balance in our account was \$753.88. Contributions this month totaled \$100, the PayPal balance was \$241.84, and interest income was \$.01, putting our balance before expenses at \$1095.73. Expenses were for League of American Bicyclists (LAB) Liability Insurance for rides and activities (\$273) and 2018 LAB Membership (\$75) for total expenses of \$348.00. This leaves a current balance of \$747.73.

State of Delaware annual Franchise Tax fee of \$25 as a nonprofit organization is now due and will be paid shortly.

Karl Hassler noted that any Pay Pal contributions should be counted as cash assets; PayPal fees should show as expenses, so that net contributions are accounted. A motion was made and seconded to accept the report. Voting members attending then adopted the financial report.

For informational purposes, a summary of the 2017 BikeNewark financial operations was prepared for members. We briefly reviewed this but did not discuss it in detail.

### **Overview of the mid-reorganization Downtown Newark Partnership**

At BikeNewark's request, Megan McGuriman came to talk about the current status of the Downtown Newark Partnership (DNP). DNP has had a 20-year relationship with the city as a City Council–overseen entity. DNP recently created a Strategic Planning Committee, as it is considering potential significant changes.

There will be a meeting on Feb. 28 at 6:30 p.m. in Room 113 on the UD STAR Campus, which is open to the public, to begin discussions. Discussions will include changing boundaries to include the entire City of Newark and becoming an independent nonprofit corporation, like most other similar business partnership groups.

Because DNP is considered a valued BikeNewark partner organization, Mark Deshon requested that, after any reorganization (which, according to Megan, may be six months away), DNP designate a liaison representative who will attend BikeNewark partnership meetings.

### **Further discussion and decision regarding applying for 501(c)(3) status**

Application materials are ready to go, should BikeNewark decide to apply. Currently, BikeNewark donors are not yet given tax-deductible receipts; however, this might very well matter less with changes in the tax laws that take effect for 2018.

Since our annual contributions are well under the \$5,000 threshold, we can act as a *de facto* tax-exempt nonprofit 501 (c) (3) status as long as we wish. Actual approved tax-exempt status may be necessary for some grants or other funding, but we are not planning on seeking such funding in the near future. After discussion, the consensus was to continue to act as a *de facto* tax-exempt nonprofit and re-evaluate at the end of year 2018. Any application for tax-exempt status will require projected budgets for two future years. If necessary, a scramble for grants/funding would necessitate moving the application process forward.

An IRS 990 tax form will be prepared for the tax year 2017, which was the first year of operation for BikeNewark. This will be presented before it is sent to the government.

### **Finalization of proposed Bike Delaware/BikeNewark City Council candidates survey**

Mark began the discussion of proposed survey items, which were included in the agenda, by listing reasons for the survey, noting that the proposed items for discussion appeared on the back of the meeting agenda:

1. Putting cycling and walking on the radar of elected officials
2. Giving those same elected officials a basic, but sound and constructive, framework to use to think about cycling and walking
3. Introducing them to important ideas they might have not heard of before (e.g., low-stress networks)
4. Getting elected officials to put their positions on the record
5. Alerting them that some of their constituents are *organized* behind these issues and that they will be held accountable on progress because an effective *organization* exists

6. Alerting elected officials that there are votes to be won by their work on improving cycling and walking
7. Helping voters decide for whom to vote

We reviewed survey items that BikeNewark might pose to City Council candidates as a co-branded effort with Bike Delaware. Answers from candidates will be made available to the public and our supporters.

Mark Deshon said that we do need to steer well clear of anything that could give the impression that we were leaning toward any particular candidate.

Several were concerned about the lack of opportunity for candidates to give more detailed feedback. Bike Delaware's John Bare said that they have found that open-essay items reduce the number of responses, so shorter-answer items work better. After much open discussion, we agreed that there needs to be a balance in the survey between short answer and open essay. The consensus was to delete item #4, mostly because it is too suggestive of a position, and to substitute "safe and comfortable for all ages and abilities" for the term "low-stress."

The idea might be to get candidates' support for BikeNewark goals, which would reach more people in their campaign materials than in most BikeNewark communications. We hope to get a reading on how much support candidates have for the *2014 Newark Bicycle Plan* goals and recommendations. It was suggested that rephrasing the items somewhat might both educate and get candidates to endorse our goals. Karl suggested that more open-ended questions might commit people more to their answers. Ian Peters and Paul Moser agreed to help Mark work on honing the survey further before finalizing and presenting to Bike Delaware.

The League of Women Voters will be hosting a candidates' forum on the evening of March 20 at the Newark Senior Center. The election will be April 10.

### **Spring events update**

- ***First Friday Rides – Mar. 2, Apr. 6, May 4, June 1***  
The ride this month was not particularly well attended, citing the cold and wind.
- ***Bike Central – Wednesday, Mar. 14 and Wednesday, Apr. 18***  
The venue for these events is at the bike racks near the intersection of Delaware Avenue and South College Avenue. Both are scheduled from 1–3 p.m. DelDOT will bring its tent, and UD will supply the free bike lights.
- ***Walkable/Bikeable Delaware Summit – Thursday, May 3, in Dover***  
Mark and Bob will be attending this all-day event this year. John will also be there. This year will focus on biking and include an expert speaker.
- ***Bike to School Week – TBD***  
There was no update or discussion on this event.
- ***UD Bike Days – TBD***  
There was no update or discussion on this event.

- ***Bike to Work Day – Friday, May 18***

Mike Fortner reported that individuals would be volunteering to help this year; he is organizing an initial meeting to be held at 8 a.m. at Brewed Awakenings. We hope to have the UD President or other representative, as well as some political leadership, come to the event and speak. We'll need some outreach to larger employers in town and settle on where it will take place. Mark suggested that we should set limits on the speakers' time, so that the agenda items for which we need people to stay wrap by 8:30 a.m. Mark also wondered whether, because the Bloom Energy group tends to arrive around 8:00 a.m. or shortly after, we need to adjust our schedule somewhat, i.e., begin the formal program slightly later. In the past, BikeNewark's table had had written materials to give away. Karl suggested we might promote this beforehand to individuals and/or groups. Mark and Karen will work with Mike on his event committee.

- ***Mayor's Fun Ride – Saturday, June 2***

Megan said that the date was chosen this year primarily to coincide with the Mayor's schedule. Mark reported the following information given to him from Joe Spadafino.

- The City will be using the same long course as last year and will work with BikeNewark to confirm the short course.
- The Mayor's Fun Ride committee agreed that the band needs to change. Megan will secure a new group through Gable Music.
- The committee is looking at the idea of different games that kids can play or different crafts available related to bike safety that can be going on for the kids.
- The committee is considering 2–3 food trucks to be on site for after the rides.
- The next meeting of the committee will be held Friday, April 6, at 2 p.m. at the Newark Municipal Building.

- ***BikeNewark Community Night – TBD***

Mark said that the idea here would be to have an event with food at some time other than on a weekday at 4 p.m., the primary purpose of which would be to attract new members and volunteers and give them the opportunity to talk with BikeNewark's current members. This might happen during the summer at a park or pool or other venue where a ride or other recreational events could also happen.

## **Quick committee updates**

- ***Communications***

Karen reported that UD professor and bike commuter Ismat Shah would be submitting a blog article on long-term bike commuting. Mark said that UD Employee Fitness and Wellbeing director Beth Finkle had also agreed to write about the fitness aspect of bicycling sometime in the near future.

- ***Education and Encouragement***

No report this month

- ***Engineering***

Members of the Engineering Committee have begun sending out correspondence regarding several of BikeNewark's 2018 infrastructure goals, including for development of signage for low-stress central loop bikeway, specific Main Street repave requests, and areas where

sharrows are needed. Correspondence for other items, including the entire South College Avenue corridor, will follow.

The committee discussed possibilities for amenities that would help improve the Pomeroy Trail crossing at the Cleveland Avenue/Paper Mill Road intersection. Two suggestions emerged: a possible accommodation for weekday vs. weekend signal-cycle changes and wayfinding signage at the intersection to help people unfamiliar with the trail know how and where to cross.

Mark brought to the committee for discussion a couple items of concern for possible inclusion in the Main Street pave and rehab plans, namely a potential Trabant garage crosswalk relocation and possibilities for painted bike lane(s) on Main Street from Library Avenue to Tyre Avenue.

During the meeting, the committee also addressed some of the things that Heather still needed for the LAB Bicycle Friendly Community application. Thanks go to Heather Dunigan for getting the LAB Application ready and submitting it on time.

- ***Safety and Enforcement***

No report this month

- ***Evaluation***

No report this month

- ***Membership and Volunteer Coordination***

No report this month, though Mark mentioned that Caitlynn Strong is resigning as chair.

### **One talking point to suggest to Mayor Sierer for March City Council meeting**

Heather suggested that the Mayor highlight the two spring Bike Central events (see item in Spring Events Update above). All agreed this would be most appropriate.

### **Old or new business**

- ***Brief report on recent UD bike committee meeting***

Mark said he had hoped either Sean Watson or Ban Phommachanh would have been here to give our partnership an update on this group's work so far. Mark mentioned that Sean had sent him an email saying that the bike/ped safety cards that we had partnered with UDPD to create were introduced and that the committee liked them.

- ***Bike/ped safety cards***

Mark asked Ofc. Whitt from Newark PD to check with Ofc. D'Elia to see if they have received a stack of the new bike/ped safety cards from UDPD. Neither officer present was aware of whether the transfer had yet been made.

Our next monthly meeting will be Thursday, March 15, at 4:00 at WILMAPCO.

The meeting was adjourned at 5:20 p.m. Minutes were taken by Bob McBride and Mark Deshon.