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September Meeting Minutes September 19, 2019

Bob McBride called the meeting to order at 4:32 p.m.

Member attendees: Bob McBride (Chair), Karl Hassler (Treasurer), Dave Saunders (Secretary), Mark Deshon, Karen Rosenberg, and Adam Crosby

Partner liaison attendees:

City of Newark: Joe Spadafino (Parks and Recreation), Greg D'Elia (Police), Morgan Fountain (Police), Alex Whitt (Police)

BikeDelaware: John Bare

DelDOT: Paul Moser

University of Delaware: Shannon Lane (Police)

WILMAPCO and Newark Bike Project: Heather Dunigan

Guest: Rebecca Tollan

Joe Spadafino reported on the **Pomeroy Connector Trail** and other projects. The grand opening ribbon-cutting ceremony for the Connector was held on September 17. The project had been on our radar since 2013. BikeNewark advocated strongly for it, especially in the past couple of years. The Emerson Bridge project is going forward, and some funding has been obtained for restroom construction at the Reservoir trail and improvements at Curtis Mill Park as well. The Reservoir Trail is the heaviest used off-road trail in Delaware. The Pomeroy/Hall Trail system is the state's second most widely used trail.

The **TID** (Transportation Improvement District) proposal was submitted to DelDOT and is in revision after their input. Agreement is expected in the next couple of months on the precise definition, after which planning for the TID will go forward.

Upcoming Events:

Bike Central dates are September 25 and October 9 at 10:30-1:30 each day. Arrangement for a Newark Bike Project mechanic to participate is in the works. Lights will be installed, bike-safety information distributed, and UD register-your-bike encouragement given. The events will be on Delaware Avenue at The Green. Volunteers are needed to give 45 minutes to an hour to help. A BikeNewark Community Night will be held at Wooden Wheels on Friday, October 11, from 6:30 to 8:00 p.m. Plans include pizza, discussion, and a short presentation. Mark Deshon volunteered to plan the presentation on BikeNewark projects and accomplishments.

Bike riders in costume can participate in the Halloween Parade on Main Street.

Community Bike Days, post event review: One rider needed health assistance. An Aetna tail is recommended for next time, possibly in collaboration with University of Delaware EMTs. A better raffle-ticket process (actual tickets) is recommended (vs. tear-offs on registration sheets). One water stop on the long ride would suffice. Cups for water at registration were lacking. The intersection of Apple and Hillside needed more police coverage.

By the numbers, 97 people participated in the Saturday rides and 36 total visited the weekday events. Perhaps next year, the focus might be concentrated on a main Saturday attraction with a Friday evening lead-in activity.

Bob McBride noted that the *Newark Post* has run an article (with photo) on the Community Fun Ride. We have 176 cinch bags and about 140 seat covers that can be used next year. Let's avoid conflict with the Bike Delaware-sponsored Amish Country Tour, which takes place on September 12, 2020. Let's try to attract more University of Delaware students.

The full Community Bike Days organizing committee final report is attached to these minutes.

First Friday Rides are held March to November. We feel Barbara Hughes would appreciate some help with these. Karen Rosenberg may be able to help with publicity.

Treasurer's report: This month's report (attached) includes Community Bike Days income and most of the expenses. The current balance is \$6837.15.

Bylaws amendments: Helga Huntley is drafting changes. The bylaws will be on the agenda for the next meeting if within a minimum of seven days before the meeting, all of the following have occurred: (a) amending the bylaws has been placed on the agenda, (b) the specific language of the amendments has been made available to the membership, and (c) the specific language of the amendments has been delivered to all members.

Old business: Signage for the low-stress Central Loop has been delivered to the City of Newark by DelDOT. Mark Deshon and Tim Filasky have gone over the placements. Mark is meeting with Jason Winterling on Monday to further discuss BikeNewark collaboration to insure installation according to plan. BikeNewark's Engineering Committee can expect to meet fairly soon to work on phase 2 of the Newark Bikeways project, which may include codifying the rest of the low-stress network, determining wayfinding signage, planning kiosks, and possible bike-tool installations.

Meeting adjourned at 5:25.

Minutes by Dave Saunders

Attachments on following pages: Community Bike Days final report and Treasurer's Report

Notes from Community Bike Days Committee Post-Event Meeting

October 22, 2019

In attendance were:

BikeNewark

Mark Deshon (Engineering Committee chair)

Bob McBride (chair)

Polly Sierer (member)

University of Delaware

Caitlin Olsen (manager, Community Relations & Special Events)

Adrienne Thomas (Police)

City of Newark

Greg D'Elia (Police)

Morgan Fountain (Police)



At this post-event general meeting, we discussed Community Bike Days and how to better plan this event next year. The following is a bulleted summary.

Community Fun Ride

Things mentioned for consideration for all future ride(s):

- Involve Aetna HH&L personnel from the beginning; they need to be present on the rides.
- Need designated riders for lead and sweep functions. Don't depend on EMS personnel for sweep.
- Numbered tickets should be used for raffles.
- Registration fee could be increased to \$10.
- UDairy Creamery ice cream was a great hit and most popular as a registration giveaway.
- Better coverage—an additional police officer—is needed at the Apple/Barksdale intersection.
- Discussed was the possibility of a route change to avoid having to hire as many police officers. Construction is likely to become a problem along Hillside Road and Apple Road, and Casho Mill Road (south of Barksdale Road) is not a reasonable alternative.
- This event should not conflict with any other major state bike event, nor should it be held on a UD home football game day. UD football's "bye week" (the date of which is unknown at this point) was suggested as a possible event weekend, given the later-in-the-semester timeframe.
- There were no issues with the Family Fun Ride on the Pomeroy Trail and Hall Trail.
- Eliminate noise issues on bikes during the rides.
- We think that it is realistic to attract 150+ riders next year.
- We have giveaways still in stock—176 CBD cinch bags and ~140 Bloom Energy bike seat covers.

Weekday Activities

In general, there was not great attendance (36 total unique attendees—Tue. 13, Wed. 18, Thu. 5, Fri. 3), and the consensus was that there had been too many weekday activities, i.e., given the turnout, too much time, energy, funding was spent. There were six presenting groups involved—DelDOT (SRTS), Wooden Wheels, UD, Trek, Newark Bike Project, and Delaware Greenways.

- A suggestion was made to reduce the number to one or two activities during the week.
- Sponsor organization(s) might increase attendance at a special event on an evening at their business location(s) or a community location (e.g., the Art Alliance Food Truck night behind Grain). Grain and Deer Park were mentioned. Deer Park was said to not be the best fit because of

increased general clientele due to Finn McCool's closure this year. Trek would be a good alternative location. Plus, both Trek and Grain are easily accessible by bicycle.

- Wednesday evening was suggested as perhaps the optimum evening for an event near Main St.
- Greene Turtle and Newark Bike Project were also mentioned as possible event sites.
- A suggestion was made to partner with The Newark Partnership for the weeknight event(s).

Publicity

- How do we attract students? A few answers were:
 - In early September, new and returning students are just back to school and are not primed.
 - The RA Fair did not turn out to be a successful way to promote.
 - Some students do not have bikes at campus that early in the semester.
 - Target organized UD groups and offer an award/prize for participation in the events.
- Consensus was to focus more to other community groups, rather than students.
- Partner organizations and area businesses may need to be utilized for more complete coverage.
- Utilize The Newark Partnership's channels.
- Team competitions (e.g., most sign-ups win a prize) might help.
 - InterFratCouncil
 - NewarkPAL
 - UD Athletics (contact Athletics Director Chrissie Rawak)
- UD Public Policy/Community Engagement Initiative students might be a group to help with publicity as well as being a source for volunteers.
- Another potential organization to involve is Move to Include (Steve Sinko now in charge of this organization, which deals with adaptive transportation). It already has a good audience "reach."

Next Steps

- Complete final accounting report for income/expenses (included in this report—see *Numbers*).
- BikeNewark should decide on plan for funds raised.
- There should be two committees for 2020 CBD—weekday events and Community Fun Ride events. The chair for each committee should recruit members from partner groups as well as other organizations. Start meetings in March for a September event. These committees should report directly to the chair of BikeNewark (Bob McBride).

Numbers

- Net profit—\$4,132.28; total income—\$7,205.00; total expenses—\$3,072.72
- 27 volunteers during the five days
- 97 registrants, including 62 paid (\$310), 35 free (under 18), 60 online, and 37 walk-up
- 43 Family Fun Ride participants, including 21 adults and 22 children (under 18)
- 54 Newark Loop Ride participants, including 41 adults and 13 youth (11-17 years old)
- \$7,000 in sponsorships (Atlantic Realty \$4K, Polly Sierer \$2K, Bloom Energy \$1K*)
- \$20 in additional donations received
- 17 in-kind contributors:
Bagelmania, BikeNewark, City of Newark Department of Parks & Recreation, Danneman, DelDOT, Delaware Greenways, Grain, Newark Bike Project, People For Bikes, Red Robin, Staples, Starbucks, Trek Bicycle Newark, University of Delaware (several departments), Velo Amis, WILMAPCO, Wooden Wheels Service & Repair

**given earlier for startup activities (incl. Bike to Work Day), only \$525 of which is included in total income for CDB.*

2019 Bike Newark Financial Activity Statement				
9/19/2019				
		WSFS	PayPal	Total
Beginning balance 1/1/2019		(\$ 591.58)	(\$ 822.03)	(\$ 1,413.61)
Additions:				
				0.00
1/31	interest	0.02		0.02
Total additions		0.02	0.00	0.02
Deductions:				
1/30/19	Insurance Amerispec	280.00		280.00
Total deductions		280.00	0.00	280.00
Surplus (deficit)		(279.98)	0.00	(279.98)
Ending balance 1/30/2019		(\$ 311.60)	(\$ 822.03)	(\$ 1,133.63)
Beginning balance 2/1/2019		311.60	822.03	1,133.63
Additions:				
2/7/19	PayPal transfer	822.03	(822.03)	0.00
Total additions		822.03	(822.03)	0.00
Deductions:				
2/11/19	LAB dues #514	75.00		75.00
2/11/19	DE Franchise Fee	25.00		25.00
Total deductions		100.00	0.00	100.00
Surplus (deficit)		722.03	(822.03)	(100.00)
Ending balance 2/20/2019		(\$ 1,033.63)	(\$ -)	(\$ 1,033.63)
Beginning balance 3/1/2019		1,033.63	0.00	1,033.63
Additions:				
2/28/19	interest	0.02		0.02
Total additions		0.02	0.00	0.02
Deductions:				
3/19/19	Brochure backs #515	53.95		53.95
Total deductions		53.95	0.00	53.95
Surplus (deficit)		(53.93)	0.00	(53.93)
Ending balance 3/20/2019		(\$ 979.70)	(\$ -)	(\$ 979.70)
Beginning balance 3/21/2019		979.70	0.00	979.70
Additions:				
3/29/19	WCBC grant	500.00		500.00
3/31/19	interest	0.02		0.02
4/17/19	donation - Saunders		100.00	100.00

Total additions		500.02	100.00	600.02
Deductions:				
Total deductions		0.00	0.00	0.00
Surplus (deficit)		500.02	100.00	600.02
Ending balance 4/18/2019		(\$ 1,479.72)	(\$ 100.00)	(\$ 1,579.72)
Beginning balance 4/19/2019		1,479.72	100.00	1,579.72
Additions:				
5/22/19	donation			0.00
4/30/19	interest	0.04		0.04
Total additions		0.04	0.00	0.04
Deductions:				
5/7/19	#516 Trek (BTW bike raffle)	240.00		240.00
				0.00
Total deductions		240.00	0.00	240.00
Surplus (deficit)		(239.96)	0.00	(239.96)
Ending balance 5/16/2019		(\$ 1,239.76)	(\$ 100.00)	(\$ 1,339.76)
Beginning balance 5/17/2019		1,239.76	100.00	1,339.76
Additions:				
5/31/19	Interest	0.03		0.03
6/18/19	PayPal transfer	96.80	(96.80)	0.00
Total additions		96.83	(96.80)	0.03
Deductions:				
5/18/19	Michael Fortner - Bike to Work	225.00		225.00
PayPal fee	Saunders 4/17/19		3.20	3.20
Total deductions		225.00	3.20	228.20
Surplus (deficit)		(128.17)	(100.00)	(228.17)
Ending balance 6/19/2019		(\$ 1,111.59)	(\$ -)	(\$ 1,111.59)
Beginning balance 6/20/2019		1,111.59	0.00	1,111.59
Additions:				
6/28/19	Bloom donation	1,000.00		1,000.00
6/28/19	Interest	0.03		0.03
Total additions		1,000.03	0.00	1,000.03
Deductions:				
6/24/19	Bob McBride - Comm event rein	109.00		109.00
7/1/19	Mark Deshon- Aztec reimb	25.00		25.00
Total deductions		134.00	0.00	134.00
Surplus (deficit)		866.03	0.00	866.03
Ending balance 7/19/2019		(\$ 1,977.62)	(\$ -)	(\$ 1,977.62)

Beginning balance 7/20/2019		1,977.62	0.00	1,977.62
Additions:				
7/31/19	Interest	0.10		0.10
Total additions		0.10	0.00	0.10
Deductions:				
Total deductions		0.00	0.00	0.00
Surplus (deficit)		0.10	0.00	0.10
Ending balance 8/15/2019		(\$ 1,977.72)	(\$ -)	(\$ 1,977.72)
Beginning balance 8/16/2019		1,977.72	0.00	1,977.72
Additions:				
8/31/19	Interest	0.16		
9/7/19	Walk-up donation	20.00		
9/6/19	Atlantic Realty	4,000.00		
9/7/19	CBD walk-up registration	125.00		
9/9/19	Polly for Newark	2,000.00		
9/10/19	CBD pre-registration bikereg.co	185.00		
9/17	Danneman Foundation	350		
Total additions		6,680.16	0.00	6,680.16
Deductions:				
8/13/19	New Castle Insurance - ride ins	319.00 [1]		
8/28/19	Trek Newark - bike raffle	250.00 [2]		
8/23/19	Mark Deshon - FFun Ride Card	35.00 [3]		
8/29/19	Party Business - face painting	300.00 [4]		
9/4/19	Polly Seier - seat covers	525.00 [5]		
9/7/19	Mark Deshon - CBD event food	216.73 [6]		
9/12/19	Gable Music	175.00 [7]		
Total deductions		1,820.73		1,820.73
Surplus (deficit)		4,859.43	0.00	4,859.43
Ending balance 9/19/2019		(\$ 6,837.15)	(\$ -)	(\$ 6,837.15)

[1] #521

[2] #522

[3] #523 Aztec Printing

[4] #524

[5] #525 Everything Branded

[6] #526

[7] #527