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July Meeting Minutes July 16, 2020 (Virtual Meeting)

Bob McBride called the meeting to order at 4:00 p.m.

Member attendees: Bob McBride (Chair), Mark Deshon, Lauri Webber, and Brian Bahnson

Partner liaison attendees:

City of Newark: Mike Fortner (Planning & Development), Ofc. Morgan Fountain (Police)

WILMAPCO and Newark Bike Project: Heather Dunigan

DelDOT: Paul Moser

Bike Delaware: John Bare

Delaware Greenways: Adam Crosby

Guest: Jeff Riegner

BikeNewark Membership Drive

Mark Deshon explained that he has been working to try to coalesce lists of past event attendees, so that we can send out communication aimed at obtaining new members and/or donations. As of this meeting, there are 13 members in BikeNewark, each of whom has paid the annual membership fee of \$10. Mark mentioned that he has a starter list of about 350 individuals from whom, if we achieve a good percentage of response during this relative “down time,” we could gain some serious funding toward phase 3 of our Newark Bikeways project.

Communications

Discussed was the issue of unnecessary advertisements appearing with our website, which is a moneymaking prospect for WordPress and one that involves cookies on an individual’s device. We agreed that, if possible, we should pay a fee to eliminate our clientele from having to see any advertisements. Mark will investigate.

Heather Dunigan and Mark Deshon will continue as the primary post authors on BikeNewark’s Facebook platform. Mark mentioned that he has also been handling BikeNewark’s Twitter account since Brandon Farzad moved to Utah.

With regard to mailing lists, Heather, John Bare, and Lauri Webber all suggested we begin using MailChimp for broad communications to those who have subscribed. Mark said we still have a MailChimp account and that he has had previous experience with this platform. Heather mentioned that MailChimp includes free analytics that could be helpful in determining how successful a reach we have into the community.

Bob McBride explained that we want to work to make a video that can be used to encourage bicycling in Newark. This grew out of an opportunity that Caffé Gelato's Ryan German set-up for some of us to participate in a video promoting the "new" (newly resurfaced) East Main Street and its businesses. Ryan filmed Bob, Mark, and a friend bicycling from the Library to Caffé Gelato one morning for this video. We were given the raw bicycle portion of the video to use as we wish (with appropriate attribution). It was our idea to highlight the greenbacked sharrows. Bob and Mark will be getting together to help flesh out our ideas. Mark mentioned that Helga Huntley is interested in her family participating in more footage. Lauri said that she has some videos that may be usable and asked how she could place those on BikeNewark's shared drive. Mark said he'd provide her with the password and set up a "Videos" folder on the drive. Lauri suggested that, due to the attention span of a typical individual, it would be better doing several short (1-min.) videos, rather than a single longer one. Adam Crosby suggested we contact Kate Norris (Ride Along Pictures), who is a friend of Paul Moser's, for possible help with videos and/or video production. Jeff Riegner concurred.

Bike to Work Day (tentatively planned for September 22, 2020)

After Mike Fortner reviewed possible ways to approach the event with no assurances as to what September might hold in terms of numbers, particularly since UD faculty and staff (historically our largest annual Bike to Work Day contingent) may be mostly working off-campus this fall, the idea of not having this event this year was proposed. After some discussion, the consensus was to *not* organize this event, which is typically an annual collaboration among BikeNewark, the City of Newark, and DelDOT.

Paul Moser said that he and an intern from UD are still interested in proceeding with some kind of "pop-up" demonstration and mentioned that they and Mark had identified Scholar Drive and a portion of Wyoming Road on which to demo protected bike lanes. After some discussion, most attendees felt this could still be a good thing to showcase during the September timeframe, even without an organized Bike to Work Day event. Heather suggested it could be kept up for a longer period of time for greater exposure and could be targeted for set-up during Air Quality Awareness Week.

Lauri commented that she'd like to see regularly scheduled Main Street closures, like the one that occurred to highlight the "reopening" of East Main Street last month. Mark affirmed that Helga feels the same way. Mike said that whatever closures would happen in the future will probably be happening on a Thursday, which is typically a "low" day for downtown businesses. From this point, we began thinking about an advertising/marketing opportunity through an event such as this in lieu of a Bike to Work Day. Heather suggested billing it as a "Bike to Dine" event. Bob said he could find out when the next scheduled closure date is. The need for temporary bike racks was mentioned, and Lauri said that she (through Velo Amis) could probably provide a few. This could highlight the need for better bike infrastructure in the downtown area. John Bare said that he felt a couple parking spaces here and there could be sacrificed for parking for dozens of bicycles.

City Council Candidates Survey Results

Mark mentioned that the results of our bicycle-centric survey had been posted on BikeNewark's website, Facebook page, and Twitter feed. Mark plans to post again about the available candidates' responses on the latter-mentioned social media platforms during the coming week. He said that, of

the four candidates who responded, each had taken time to formulate answers to the questions and that each indicated at least a general understanding of the importance of bicycling in this community.

Treasurer's Report

There was no Treasurer's report, as Karl Hassler is recuperating from surgery. Karl texted Mark to say he's still trying to catch up but is still not able to do much and had not yet prepared a current report.

Note: Subsequent to the meeting, Karl submitted a July financial report (see next page).

New or Old Business

Bob announced that Tim Filasky had contacted BikeNewark about a grant opportunity through the Delaware Bicycle Council. Project grants would be decided around what it calls the "12-year-old test." The due date for submittal is August 31. Discussion ensued about what projects might be good to submit. Prominent was the Wyoming Road corridor and how this could be improved ahead of the completion of the redevelopment project at College Square. Mark mentioned that improvements to and along Wyoming Road would be critical to our vision for two our phase 3-proposed bikeways (East and South), as they would be directly affected by what we are able to do with Wyoming Road, especially the lack of full continuity between the Hall Trail and Marrows Road. One such focus might be the intersection of Wyoming Road and South Chapel Street, which could use a reconfiguration. Heather recommended that, if we apply for the grant, we should include the entire length of Wyoming Road as the grant focus area. A suggestion was made that one of us attend the next available online Delaware Bicycle Council meeting.

John Bare mentioned that despite the pandemic, the Bike Delaware-organized Amish Country Tour is "still on" for September 12 and 13.

Adjourned at 5:10 p.m.

Minutes by Mark Deshon

Beginning balance 6/19/2020		6,304.09	172.08	6,476.17
Additions:				
6/30/20	Interest	0.15		0.15
7/13/20	Brothers		10.00	10.00
7/15/20	Hughes		10.00	10.00
7/15/20	Fortner		10.00	10.00
7/16/20	Bahnson		10.00	10.00
7/16/20	Webber		10.00	10.00
7/16/20	Transfer PP>WSFS	219.13	(219.13)	0.00
Total additions		219.28	(169.13)	50.15
Deductions:				
7/13/20	Brothers		0.59	0.59
7/15/20	Hughes		0.59	0.59
7/15/20	Fortner		0.59	0.59
7/16/20	Bahnson		0.59	0.59
7/16/20	Webber		0.59	0.59
Total deductions		0.00	2.95	2.95
Surplus (deficit)		219.28	(172.08)	47.20
Ending balance 7/16/2020		\$ 6,523.37	\$ 0.00	\$ 6,523.37