



DRAFT

BIKE TO WORK DAY COMMITTEE

Thursday, January 16, 2020
1:00 – 2:30 P.M.

MINUTES

1. WELCOME AND INTRODUCTIONS

Sheila Mahoney (BMC) opened the meeting and introduced herself as the new bicycle and pedestrian planner; the attendees and audio participants also introduced themselves. Ms. Mahoney is the new B2WD point of contact for the committee members moving forward.

2. DECISIONS FROM SEPTEMBER 2019 MEETING

- The group decided at the September 2019 meeting to switch from tech to cotton t-shirts
- BMC will be ordering up to 2,500 this year depending on the need.
- BMC will not be doing print or radio ads this year, however will be providing rack cards and doing social media posts.
- Ciara Blue (BMC) will start running Twitter and FB posts will start running next week and will continue through the event. Press release will be issued May 14.
- Sara Ann O'Leary is designing a number of digital options for use by the committee members – welcome posters for the pit stops, thank you posters for sponsors.

3. SPONSORSHIPS AND BUDGET

- Committee members were sent an email with a link to the sponsorship and pit stop forms on the Bike to Work Day MD on December 2
- The budget for the t-shirts and rack cards is approximately 11K – so far no monetary support has been submitted, there is a month until the print benefit deadline.
- Katie Gore (Joe's Bike Shop) stated that Joe's will likely provide a \$500 monetary donation and \$500 in kind such as prizes for raffles.
- Brian Shepter (BMC) demonstrated the sponsor form on the web portal. There are 2 levels:
 - Enthusiast – \$1,000. It was discussed and agreed that the benefits listing for this level will be revised to include "Premium logo placement." It has

- not been determined if this will include size and prominence, or also include 2-3 colors.
- Believer – \$500 – will include benefits listed on the site including a 1-color logo
- Alan Doran (Harford County) confirmed that Harford County Public Library will again make a \$1,000K donation.
- Jessica Charles Allen (Anne Arundel County) said she had entered a sponsor on Tuesday (Ms. O’Leary had last checked the sponsorship list on Monday). It was later confirmed that the entry did not go through and Ms. Allen will re-enter.
- Charlie Murphy (Baltimore Bicycling Club) asked about the Baltimore Bicycling Club grant. Russ Ulrich applied in December. Mr. Ulrich’s emails are now being forwarded to Ms. Mahoney, she will keep an eye out. Mr. Murphy will also check in with the Club.
- Ms. O’ Leary will generate a compilation of all sponsor payment info for BMC’s accounting.

4. KEY DATES

Key deadlines were reviewed and discussed:

- It was discussed that in addition to the key dates, BMC will also do an ongoing social media campaign and a press release the day before the event. Preakness is the day after B2WD this year; Lillian Bunton (BMC) commented it may be tough to get press out since Preakness is the following day.
- Kay Underwood (MDOT) asked whether City of Baltimore would do a press conference. In previous years it hasn’t been announced this early.

Thursday, Feb 13	Deadline for sponsorship commitments (if logo to be included on t-shirts)
Thursday, Mar 19	Deadline to submit pit stop information (available day event goes live)
Thursday, March 26	BIKE TO WORK DAY 2020 REGISTRATION OPENS!
Thursday, April 16	Deadline for final sponsorships (web acknowledgement only) Deadline for additional pit stops
Friday, May 15	BIKE TO WORK DAY 2020!

[*Deadlines for committee members](#)

5. DEMO OF FORMS AND PORTAL

Members also received individual logins to the web portal on January 15. Ms. O’Leary demonstrated the portal including the following features:

- Registration
 - Counts are available to view and download and are customizable to extract information as needed such as total registrations and breakdowns by jurisdiction and pit stops.
- Pit Stops
 - Pit stop locations are to be entered via a Google Form.
 - As optional fields, the pit stop sponsor, URL and pit stop services may be filled out to be included in the listing on the website.
 - If additional pit stop sponsors are to be added to a single location, a new Google Form will need to be completed.
 - Pit stop locations cannot be changed once entered, however the optional fields may be updated.
 - If pit stops drop out before event, Sara Ann will email committee member with all registrants signed up for that pit stop to inform them to change to another stop.
 - As no mechanisms were in place last year, Pit stops won't be carried over from last year – they must be entered as new pit stops in the Google Form.
 - A field will be added to the Form with a point of contact email (i.e., "Location Coordinator's Email") for use by committee members.
- It was agreed that B2WD Committee agendas and meeting summaries will be added to the portal for ease of access.

6. ROUNDTABLE DISCUSSION

Ms. Gore asked about hashtags for the event. The Twitter handle is @Bike2WorkCentMD and Facebook is @Bike2WorkCentralMD. Ms. Blue will provide additional hashtags as they are developed.

The Committee Members provided the following updates:

- MDOT – will be a sponsor. Ms. Underwood will work out locations for pit stops on their end (MDOT SHA in Baltimore City. Secretary's office in AA Co, and will get in touch with MTA) SHA's stop will be at Merritt Athletic Club's downtown location.
- Joe's Bike Shop – will sign up for sponsorship and pit stops in coordination with Tammy Walters (Baltimore City). They will be present at Towson and Roland Park Library.
- Charlie – will follow up with Russ on sponsorship status.
- BMC – social media will begin postings about sponsorships being open next week, and the rest of the campaign will continue; @ and # will be included on the print materials and rack cards.
- Baltimore County – Jessie Bialek stated that UMBC interested in hosting a pit stop. She will follow up.
- Howard County – No updates.

- Harford County – No updates.
- Anne Arundel County – No updates.

7. HOUSEKEEPING

Ms. Mahoney asked if the committee members were in agreement that monthly meetings should continue as current or be modified. It was agreed that the meetings would continue on a monthly basis. They will be reduced in length to one hour and a call in and/or video conference option will be available.

The meeting was adjourned.

Next Meeting – Thursday, February 20, 2020

Committee Member	Representing	E-mail Address
Jessica Charles Allen	Anne Arundel County Gov	trchar78@aaacounty.org
Charlie Murphy	Baltimore Bicycling Club	chas.murph@gmail.com
Jessie Bialek	Baltimore County Gov	jbialek@baltimorecountymd.gov
Brian Shepter	Baltimore Metropolitan Council	bshepter@baltometro.org
Lillian Bunton	Baltimore Metropolitan Council	lbunton@baltometro.org
Sara Ann O’Leary	Baltimore Metropolitan Council	sara.ann.o@gmail.com
Sheila Mahoney	Baltimore Metropolitan Council	smahoney@baltometro.org
Alan Doran	Harford County	asdoran@harfordcountymd.gov
Allison Calkins	Howard County	acalkins@howardcountymd.gov
Katie Gore	Joe's Bike Shop	ktgoremtd@gmail.com
Kay Underwood	MDOT SHA	KUnderwood@sha.state.md.us

If any attendees have updates to this meeting summary, please send to smahoney@baltometro.org.