



MEETING NOTICE AND AGENDA

REGIONAL BIKE TO WORK DAY STEERING COMMITTEE MEETING

Metropolitan Washington Council of Governments
COG Board Room, Suite 300

February 20, 2004 10 am to 11:30 am

Staff Contact: Mark Hersey 202-962-3383

1. Introductions (5 minutes)
2. Planning sheet and progress on Progress on Additional Pit Stops (40 minutes)
3. Sponsorships/Marketing (30 minutes)
5. Free Media Opportunities/Partnerships (10 minutes)
5. Next Steps and Meeting Date (5 minutes)

Meeting Notes from January 8, 2004
Bike to Work Day 2004 Steering Committee Meeting

Agenda Item #1 – Introductions

The meeting began with an introduction of those in attendance. (See attached list)

Agenda Item #2 Progress on Additional Pit Stops

Staff reiterated the need to know about additional pit stops which will mean that the event will grow in size and in number of registrants. The additional pit stops that have signed on to date are Bowie with potentials in Gaithersburg, Springfield, and Greenbelt. Staff informed the group that Falls Church would most likely not be having a pit stop this year. Eric Gilliland of WABA mentioned the possibility of DC having more than just the Freedom Plaza pit stop since it is almost at capacity presently.

Agenda Item #3 –Marketing Items Review

Staff introduced Doug Franklin of COG to the group to discuss and display the current marketing items to be used for the 2004 event. Ms. Maggie Taylor and Ms. Marie O’Neil of Dudnyk Advertising presented the prototypes for the brochure and small poster. The focus for the 2004 event will be a greater emphasis on the Bike to Work Day logo and relevant information underneath the design. A catch phrase such as “Work off your morning Do-nut and bike to work” would be used on those flyers being sent to the registrants. There are two posters and one brochure design concept. The first poster is directed to the current bicycle ridership community and the second is for the general public. Mr. Franklin mentioned that the effort is the target specific groups with the message. Ms. Dottie Cousineau suggested that the date of Friday, May 7th, 2004 be a prominently displayed on the posters and brochure. Mr. Noah Simon of the City of College Park asked if the posters could be made pit stop specific. Staff stated that it would not be possible given the costs of production but an html file could possibly be made available for the pit stop managers to use for their particular site(s). Phil Koopman of City Bikes suggested issuing a press release earlier on than prior to the event. Mr. Nicholas Ramfos of COG stated that the Office of Public Affairs at COG coordinates the information and press releases with Commuter Connections and the media outlets and that the recommendation would be considered but would most likely not be the best route.

Agenda Item #4- Sponsorship Review

Staff updated the group on the progress for recruiting sponsors. To date, Charles E. Smith has signed on as a platinum sponsor. Currently there are over 300 local and national sponsors being solicited for support on Bike to Work Day.

Agenda Item #5 – Next Steps and Meeting Date

The next meeting will be held at COG on February 20th, 2004.

Attendees

Christina Gordon - ATP
Dan Hayes – UMD
Deirdre Schexnayder – Charles E. Smith
Dottie Cousineau – Fairfax County
Douglas Franklin – COG
Eric Gilliland – WABA
Frank Stevens – City of Bowie
Fred Shaffer – MNCPPC
Jeff Radan – City of Rockville
Kate Konrad – ATP
Katie Sihler – ATP
Kristen Fink – BTS
Laura Chin – Montgomery County
Linda Provost – Montgomery County
Maggie Taylor Dudnyk Advertising
Marie O’Neil – Dudnyk Advertising
[Mark Hersey](#) – COG
Michelle Parker – BTS
[Mike Farrell](#) – COG
Mimi Murray – Fairfax County
Nicholas Ramfos – COG
Noah Simon – City of College Park
Phil Koopman – City Bikes
Shauna Brown – City of Alexandria
[Sheila Wilson](#) - Montgomery County
Victor Egu– Prince George’s County