

Meeting Notes from November 7, 2003
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 Presentation of Final Bike to Work Day 2003 Draft Report

The report was distributed to the group and staff asked that comments for the report would be submitted by November 24th, 2003.

Agenda #3 – Progress on Additional Pit Stops

Staff reiterated the need for more pit stops so as to have the event grow in size and in number of registrants. Fred Shaffer of MNCPPC mentioned that Bowie has committed to have a pit stop. Terrie O’Steen of Montgomery County suggested that staff speak with Linda Provost of Commuter Services in Montgomery County to find out who would be the pit stop coordinator for Rockville. Staff responded that Rockville has again committed to have a pit stop at the Red Brick Courthouse. Ms. O’Steen mentioned that contacting Laura Chin, also of Commuter Services, would be a good idea to get the particulars on who and where to have a pit stop in Gaithersburg. COG staff mentioned that the Maryland State Fairgrounds would be a great location given its proximity to five major employment sites, one of which would be the IBM/Lockheed facilities. COG would hope to have all of the pit stops finalized by early January. Ms. O’Steen mentioned that Wheaton might also have some prime locations to hold an event such as near the IRS and Social Security campuses as well as the Montgomery County Career Center.

Agenda Item #4 – Sponsorships/Marketing Planning

Staff asked the group if the oversize posters were useful. The group responded that they were. Deborah Skea of Loudoun County asked if there were going to be more made for this year’s event. Staff asked if an additional 100 would be sufficient, the group responded that it would. The group then discussed T-Shirt sizes (the recommended colors for the T-shirts are white with blue lettering. The size range was small to XXL. Staff asked what numbers would be reasonable for this range. The group recommended around 200 small, 500 mediums, 500 large, 2500 extra-large, and 300 extra-extra-large. Staff mentioned that the numbers might not work in regards to sizes as well as the types of sizes depending upon the budget and sponsorships.

Mike Farrell of COG suggested that small light flashers would be great promotional items to give out prior to the event. The cost would be somewhat prohibitive though, coming in the \$3,000 mark. Ms. O’Steen suggested asking a sponsor to donate the lights instead of purchasing them for the event. Staff stated that it would consider that option over buying the items so as to conserve as much funds for marketing and other promotional items.

Agenda Item #5- Next Meeting Date

The next meeting date is set for December 4, 2003

Attendees

[Mark Hersey](#) – COG

[Sheila Wilson](#) - Montgomery County

[Mike Farrell](#) – COG

Deborah Saks – Charles E. Smith

Deborah Skea – Loudoun County

Douglas Franklin – COG

Rhoda Washington – Prince George’s County

Mimi Murray – Fairfax County

Fred Shaffer – MNCPPC

Victor Egu – Prince George’s County

Terrie O’Steen – Montgomery County