

Bike to Work Day Steering Committee Meeting Notes March 18, 2004

Item #1 Introductions

Those in attendance introduced themselves. (See attached list)

Item #2 Planning Sheet and Progress on pit stops

Each pit stop manager gave their latest information on their pit stop's developments.

DC – Eric Gilliland of WABA told the group that Mayor Williams, DC Council Member Phil Mendelson, and Dan Tagerlini had been invited to speak at the Freedom Plaza pit stop.

Silver Spring – Terrie O'Steen of Montgomery County updated the group on their progress. Several county council members had been invited to speak at the pit stop. Those invited to date were George Perez and Derrick Berlage. Barcelona Nuts, Coca-Cola, and The Bicycle Place signed on as sponsors.

North Bethesda – Mirza Morris of NBTMC told the group an update on the US NRC's pit stop. Sponsors who have committed to date are Trader Joe's, Jerry's Sub and Pizza, and Bob's Bike.

Rosslyn (Gateway Park) – Katie Sihler of Arlington Transportation Partners updated the group on the pit stop at Gateway Park. As of the meeting, County Council member Barbara Fivola had been invited to speak at the event.

Alexandria – Shauna Brown told the group on the City Hall pit stop. Food vendors signed up are St. Elmo's Coffee, and Great Harvest Bread. The local bike shop, Wheel Nuts has signed on again. The Vice-Mayor and Councilperson Del Pepper have been invited to speak at the event.

Leesburg – Deborah Skea of Loudoun County updated the group on the Raflo Park pit stop. Food vendors who have signed on are Wegman's and Starbucks. An additional pit stop has been added to Loudoun at the Orbital Office Park in Sterling. Bicycle vendor Bicycle Outfitters has signed on as a sponsor.

Rockville – Jeff Radan of the City of Rockville told the group that the Red Brick Courthouse and the Fallsgrove Multi-modal Transportation Center pit stops were still in preliminary preparations for invites to VIPs and lining up food and bike vendors for pit stop sponsorship.

Bowie – Frank Armstrong of the City of Bowie updated the group on the Bowie Town Center pit stop. The food vendors would be from those located at the Town Center. The

bicycle vendor is A&M Cycle Shop. Prince George's County Council members and City officials had been invited to come to the pit stop.

Crystal City – Joanna Burroughs of Charles E. Smith Commercial Realty told the group of the Crystal City pit stop's progress. The bike vendor signed on for the event is Hudson Trail Outfitters.

Fairfax County Government Center – Chris Wells of Fairfax County mentioned that Caribou Coffee had signed on as a food vendor. REI and VDOT also had signed on as sponsors.

Item #3 Marketing Materials

Doug Franklin of COG handed out the final hard copies of the printed marketing materials. Ms. Burroughs asked what amounts of materials could they expect for her pit stop recruiting. Mr. Franklin replied that their request had been fulfilled and that the materials should be delivered soon. Ms. O'Steen asked how many brochures and posters could she request for her pit stop. Mr. Franklin stated that there were additional materials but not voluminous amounts for distribution. The employer recruiting html email is being developed. The T-shirts had been processed, the colors being green with white lettering. The print ads were coming out the week of April 19th. The radio ad is going to be recorded on March 31st.

Item #4 Publicity

The group discussed several options in free publicity for the event to get recognition and increase the registrations. The banners would be available much earlier this year and PSA's had already been developed for the event. The local jurisdictions' issuing proclamations would also assist in spreading the word and growing the event.

Item #5 Next Steps and Next Meeting Date

The group adjourned and the next meeting date would be in May, the date to be determined later.

Attendees

Shauna Brown – City of Alexandria
Eric Gilliland – WABA
Mar Hersey – COG
Terrie O’Steen – Montgomery County
Fred Shaffer – PG County
Katie Sihler – ATP
Deb Skea – Loudoun County
Sheila Wilson – Montgomery County
Joanna Burroughs – Charles E. Smith
Brenda Davis – Charles E. Smith
Frank Stevens – City of Bowie
Chris Wells – Fairfax County
Jeff Radan – City of Rockville
Doug Franklin – COG
Laura Chin – Montgomery County
Christina Gordon - ATP