

## **APPT meeting minutes: Wednesday, February 10, 2010**

Location: Briar Patch Community Room, 290 Sierra College Blvd., Grass Valley

Meeting leader: Rich Looney

Note taker: Rod Brown

Attendees:

Rich Looney  
Eric Mayer  
Becca Imseis  
Ginna Foster  
Frank Pedrick  
Tom Grundy  
Jerry Henderson  
Zach Anderson  
Jet Lowe  
Rod Brown  
Monica Hughes  
Leah Brown  
Aubrey Looney

### **Approval of Jan 22 minutes**

1. Add Monica Hughes
2. Minutes approved

### **Treasurer's Report (Becca)**

1. \$149 collected last meeting
2. Looking at Citizens Bank account
3. Question about minimum balances; suggestion to look at First US Bank or others with no minimum checking balance
4. 501c3 Report
  - a. Have not filed yet, but have paperwork including contract from Tom Burris which outlines compensation
  - b. Have PO Box at Postal Company, 228 Commercial Street #1, Nevada City, CA 95959
  - c. Can send items to Treasurer at 13630 Briarwood Lane, R&R, 95975
  - d. Working on bylaws, have a draft copy, will look at BONC, YBONC, FTA examples
  - e. Board members need to review and sign each page of bylaws
  - f. Jet – should include ability to have e-meetings
  - g. Vice Chair will scan and send out digital copies for all to review
  - h. Will mail out contract and draft bylaws to him on Friday
  - i. Zach – suggest setting aside 3-5 hours to review options

### **Old Business**

1. Tour of California collaboration for BTWW
  - a. Amgen race is Sunday, May 16th
  - b. Attended coordinating meeting
  - c. Intention is to secure a spot for a booth
    - i. Will do nothing until this is done, booth is expensive
    - ii. Zach - Consider sharing a booth with other groups
    - iii. Priority item: Contact Duane Strawser for expo space
    - iv. Start time moved up to 11:45, so we need to be there ~7am
    - v. Expo booths not available yet. Rich will try to make a link
  - d. Bike to work week starts Monday, May 17th
  - e. Will be in high gear at this point for main events
2. Website
  - a. General comments

- i. Want to make it simple
    - ii. 1700 hits this month, 300 last month
    - iii. Sent it out to Sierra Madres and Padres email list, got some interest
  - b. Hazard page
    - i. See-Click-Fix – need to set up accountability before linking in
    - ii. Can set up this to go through one of us, instead of directly to road agency
    - iii. May want to filter through one of us for legitimacy
  - c. Blog
    - i. Blog can be used by others as well if they sign up for access and get approved by Rich (blog admin)
- 3. Organizational considerations
  - a. Committees and Advisory Groups – will not add a bunch for now, have enough to keep us busy
  - b. Promotions & Marketing Committee: consider selecting preliminary members to identify action items and establish timeline for next General Meeting.
    - i. We need money
    - ii. Rich has friends who are interested in sponsoring BTWW events, at least one is interested in advancing the money
    - iii. Does anyone have grant writing experience? Monica suggested and volunteered, will see about getting seed money, will research.
    - iv. Alliance for Walking and Biking / Bikes Belong has some of this info
  - c. Continue to work on mission statement
    - i. Jerry's ideas got people focused
    - ii. Have both mission statement and slogan (brief catch phrase)
    - iii. Establish this by next meeting
    - iv. Then do objectives and goals

## **New Business**

- 1. Upcoming events
  - a. Bike Blast – do we want something there?
    - i. Festival with three road rides
    - ii. SEBC somewhat involved
    - iii. Start at 7 Hills, geared towards NCSD
    - iv. Becca, Eric are interested, Eric will coordinate presence at bike Blast
  - b. Bike Month events: Appointed preliminary committee members to task, need to establish timeline for next Promo Meeting. APPT wants to do events throughout month
    - i. Identified Bike Month events, coordinators are on task. Need volunteers.
    - ii. Maybe a film night fundraiser at the beginning of the month, a bike rally to wrap things up at the end of the month
    - iii. Have stuff at schools in April
    - iv. Have marketing campaign start in April
    - v. BTW day party on Friday the 21<sup>st</sup>
    - vi. Have a bike celebration Sat, May 29th,
      - 1. Fun ride to get all sorts of bikers involved, loop through cities, have a destination, include kids
      - 2. Start and stop in Brunswick
      - 3. Need to have advance team work on this – Zach to lead, Rich to help, Frank to think about it
- 4. If anything, what should we do before Bike Month? E.g. fundraising, attract membership, safety/skills clinics
  - a. Only focusing on events for now, will continue to recruit people, need to nail down what the event will look like, committee will develop a list of events by next committee meeting
  - b. Can use Sea Otter tabloid for this, maybe coordinate with other events happening at this time

5. Jerry had a meeting with Steve Castleberry, discussed Trail along 49 right of way, had some support from Anestaad office

**Adjournment**

1. Next meeting coming soon, much to do to get ready for BTWW, Amgen, etc.
  - a. Location: Briar Patch Community Room, 290 Sierra College Drive, Grass Valley
  - b. Date: Wednesday, March 31, 2010
  - c. Time: 6:00 PM to 7:30 PM
2. Bike Month Planning meeting is Wednesday, February 17, @ Krazzle Rock, Eric & Becca House. Will send directions to list.
3. Google Calendar has future meetings: <http://nevcoappt.org/calendar.html>
4. Homework: bring a friend to the next meeting