

APPT Minutes for March 13, 2011 (4:00pm - 5:30pm)

- I. **Call to Order**
 - a. Attendees: Rich, Monica, Rod, Mike, Tom, Becca, Eric

- II. **Approval of 2010 Meeting's Minutes, Rich**
 - a. Approval of August 2010 minutes: approved
 - b. Approval of September 2010 minutes: approved
 - c. Approval of October 2010 minutes: approved

- III. **Chairperson's Report, Rich**
 - a. Rich's goal is to create conditions that allow others to discover their best to make achievements as individuals as well as an organization. Support each in a way in work that is meaningful for them.
 - b. Four targets:
 - Bike to work day
 - Bicycle rack campaign
 - Farmers market
 - Other events
 - c. Want each person to work on what they want to do in the group (ACTION: all)

- IV. **Treasurer's Report, Becca/Monica**
 - a. Monica and Becca will open bank account at Citizens Bank (ACTION)
 - b. Budget overview
 - ***Action Item – Start to plan 2011 Budget, committee: (not discussed, 3/23 meeting)**
 - c. 501c3 Report and Bylaws Report: Becca/Monica
 - Becca has questions for different roles in the group, she will email all by Friday (3/25) (ACTION: Becca)
 - Becca's goal is to complete **1023 form** by 4/29 (ACTION: Becca)
 - Approval is time consuming for 1023 form for 501c3
 - Bylaws are based on YBONC's
 - **Mali Dyck (APPLE)** said there may be an alternative to be under a 501c3 by being under **APPLE**, but the team decided we did not want to pursue it

- V. **Old Business**
 - **Farmers Market: committee: discuss more next meeting**
 - a. Establish APPT commitment for 2011
 - b. Schedule with Mali @ APPLE: **pending her response.**
 - c. Rich volunteered to coordinate opening day
 - d. Goal is to do this once per month
 - e. Promotional materials - **committee:**
 - ***Action Item –** need to develop materials, goal is to have something that is permanent, Rich will send out
 - f. Need signs back: ALL signs returned to Rich, BTW signs(need updating) ***Action item:** Rich
 - g. **Monica** wants to make *standup sandwich board that can hold signs and pamphlets for days we are not there: approved*

 - **Highway 49 Corridor Campaign: Report** – Rich will report for Jerry Henderson: *Bill Haire needs to finish project across Deer Creek before he can work on this.*

 - **Website: Rich**
 - a. BTW page update – **meeting with Debralee this week.**
 - b. Goal is to have online logging platform: <http://www.bikecommutemonth.com/index1.asp>
 - c. Creative Web Designs is helping us build an online community: **Facebook** is up.
 - i. ACTION: *all should "like" the page (if possible)*
 - ii. *Want to use contacts to reach out to community*

 - **IMBA trail crew visit included how to build a better organization: Rod**

- a. Rich and Rod attended, good info about how to run an organization
- b. We will model some of the concepts provided in "How to run an effective club" book.

- **Pedometer/Blinky Lights Campaign: Can be effective motivator/ incentives:** *Agreed to table until we have a sponsor*

- a. Find underwriter/sponsor for promotional items?
- b. **Results:** Omron HJ-151 Hip Pedometer- \$14.49(average price)
- c. Lights are cheaper alternative. *Action item: Research cost of blink lights, cost is on order of \$1
- d. Anything else that would be more useful? Safety vests?

VI. **New Business**

- **Eric Mayer** – Stepping down as Vice Chair, need replacement. **Discussion:** *Monica voted in as Vice Chairperson.*

- **Bicycle Rack Campaign:** Discussion, What role (if any) does APPT play?
 - a. Commercial Street update w/ NC Sustainability Team: *Tom G. noted that everything is in early stage. He agreed to be liaison for the group and start an email discussion*
 - b. Bike Rack Design: Determine level of involvement as project progresses.
 - c. Commit to large scale campaign(County Wide): Discussion: *Commercial St. to be the first step in this process. Good approach to establish some "wins" then move to bigger project(s).*
- **Bike to Work Week 2011(May 16-20):** Discussion
 - a. Begin BTW planning at 3/23 meeting - Briar Patch 6pm

VII. **Calendar**

Next APPT regular monthly meeting is Wednesday, March 23rd, 6pm – 7:30pm- Briar Patch

The Briar Patch room is reserved for the 4th Wed of each month

VIII. **Adjournment**