

APPT Agenda
March 31, 2010
Briar Patch Market

Attendees: Cord Cranston, Rod Brown, Bill Duran, Jerry Henderson, Tom Grundy, Frank Pedrick, Becca Imseis, Eric Mayer, Aubrey Looney, Tiffany Looney, Jim DeCaro, Monica Hughes, Rich Looney

Call to Order

Approval of February 2010 Meeting's Minutes, Rich

- Approved

Chairperson's Report, Rich

- BTW logo done
- APPT logo being developed by Kathy Dotson, goal to have done by BTW month

Treasurer's Report, Becca

- Budget goal to get sponsorship from cities of GV and NC, then take to County Transportation Commission
- Tom Burris just got out of hospital, but he is working on the 501c3 application, articles of corporation done, working on bylaws, will send out to core group after have a draft
- Rich wants to have electronic meeting allowed in bylaws
- Tom said he can write letters with grant applications to say our 501c3 application is in process

Old Business

- Amgen race: still waiting on Duane to let know about booth, collaborating with other groups
- Website:
 - o BTW page is 50%. Event details will be added as they are completed. Event(s) sign up and tracking features will be functional by 4/20/2010, goal is to have it ready by April 30th for BTW Month
 - o Hazard page has had 10 new things added, all should sign up to say "I want this fixed, too", spread the word on this
 - Had a meeting with Bill Falconi, Gene Albaugh, and Vern from NC, goal is to be collaborative and interactive, received reasonably well
 - Have not talked to GV and County yet
- Funding: BTW underwriting drive begins 4/5, sponsorship revenue will fund BTW expenditures.
 - o 501c3 funding is under current APPT Budget Plan.
 - o Tom has idea of getting sponsorships per mile
 - o Using new software to track budgets and tasks
 - o Sponsorship plan
 - Fix typos
 - May make adjustments to levels
 - o Alan Stahler has agreed to work on PSAs
 - Does KVMR allow mentioning of sponsors?
- Mission Statement: Completed, including Goals and Objectives.
 - o Approved
- Establishing Committees and Advisory Groups
 - o Bike Month Planning Committee: active, meetings on calendar or will be soon
 - o Promotions & Marketing Committee: pending, review after bike month
 - Grant Writing Committee: pending
 - Some opportunities coming up due in June
 - Rich, Eric, Monica will be committee
- Bike Blast: NCSF Fund Raiser - Saturday, May 15th @ 7Hills, APPT Booth, YES. Staff Schedule pending
 - o We should be represented
- Bike Month: Planning committee report.
 - o BTW logo completed. See website for example. Will be used in all BTW marketing.
 - o Events identified and scheduled: www.nevcoappt.org/btw/html for event details.
 - o Print media: tri-fold brochures, posters, table tents, business cards, T-shirts
 - o Multi-media: KVMR interview/Community Calendar, KNCO, Online
 - Anyone have connections to Capital Public Radio, would be good to get on
 - o Underwriting: active, sponsorship letters completed, underwriting levels completed, contacts are being made. We will continue to pursue sponsors for BTW event.

- Staffing/Volunteers: need to begin recruiting efforts for BTW events and support. Coordinators are responsible for gathering personnel.
- Highway 49 Corridor Campaign: Jerry Henderson
 - Proposal to build connector trail from Old Tunnel to Granholm
 - Looking add a shoulder to 49, on work schedule, but want to move up before 2012, Jerry will email details
 - Caltrans has new bicycle coordinator, will email contact info, wrote a letter to him

New Business

- APPLE Center Bicycle Rack Campaign: "A case for bicycle racks in Nevada City" report.
 - Will bring to council
 - Start at APPLE Center
 - Will work with local ironworkers to make something historically appropriate
 - Should add acquiring these to budget
- APPT Budget for 2010 - 2011: 75% complete, will seek sponsorship from NC and GV. NCTC will be the fiscal agency for funding budget. Projected at 12K, and will provide *draft* to BoD when completed for approval. Draft Deadline: 4/09/10
 - Will provide detail on how they came to it
 - Jerry suggests doubling budget as items will be expensive
- Health and Wellness Fair: Saturday, 4/10 @10am to 1pm, Picture is at 9am. Coordinator: Eric Mayer
- Earth Day: 4/22 Sierra College Campus, APPT Booth, Promo for BTW, Need staffing, Coordinator: Eric Mayer
 - Eric working on application
 - Have some volunteers
- Farmers Market: Start 6/19 (20) Saturdays, APPT Booth/Repairs/Tune Ups, need to set staff schedule for event.
 - Have been asked to participate, can have a booth
 - Valet bike parking?
 - Discuss schedule in May meeting
- APPT Logo: Kathy Dotson is designing, DRAFT: pending. Deadline: 4/30/10
- BADD: Bicyclist Against Distracted Drivers group is forming. APPT will assist/collaborate. Next meeting is Monday, April 5 @5:30pm - Briar Patch
 - Eric and Rich went to this, being started by Carolyn Rogers
- Jim DeCaro: Campaign to turn "Old Grass Galley Hwy" from the Bear River to Giovanni's into an official bike route named after Jim: "Jim Rogers Memorial Bike Route"
 - Part of Placer County Bicycle Coalition
 - Made official bike routes from SF to Tahoe
 - Can take back roads up to Baxter
 - Did not have money to do others
 - Do not have contacts in Placer County now, may also need Caltrans contacts (but this is probably county)
 - Rich proposes a committee to be involved in that, Jim will facilitate, Jim Rogers Memorial Bike Route Campaign Committee, approved
 - Try to tie into Caltrans Share the Road effort
- Membership : Strategies to increase membership. Weather has been a factor, spring is here! Rally to enlist others to the cause, ideas on promoting?
 - SEBC can help
 - Everybody bring one person
 - Jerry likes idea of bringing leaders of groups
 - Jerry asks question: why do we want members?
 - Thinks a strong core group is important, may not change over a number of years
 - Bill says we can collaborate on transportation issues

Calendar

- Next APPT regular monthly meeting is Thursday, April 29, 2010 @ 6pm - Briar Patch
- Next Bike Month Planning meeting is April 12, 2010 @ 5:30pm - Location: TBD

Adjournment