

Bike Centerville (BC)

"Driving positive change in our community through biking"

Monthly Meeting

Wednesday, March 15, 2023 at Restoration Church

Attendees (alphabetical)

Bracey Elton (BE)
Carol Mays (CM)
Steve Mays (SM)
Stein Pedersen (SP)
Karla Sirotnik (KS)

Agenda:

- Introductions
- 2023 Meeting Dates
- Review of 2022 Goals and Objectives ([Appendix A.](#))
- Chapter Roles for 2023
- Old Business - 2022 Projects
- New Business - Projects
- Marketing
- Q&A

Executive Summary:

The chapter members reviewed 2023 scheduled meeting dates, still the third Wednesday of each month at Restoration, until October. Winter meeting dates will be decided in the fall 2023. A summary of this chapter's mission, goals and objectives, as established in 2022, was reviewed with no comments, discussion or revisions.

SM discussed the roles for chapter officials and active members. President and treasurer designations are required by Bike Miami Valley, and Steve Mays will remain President while Karla Sirotnik volunteered to be treasurer. SM stressed the importance of members volunteering to be project leaders/champions by accepting project leadership roles with accountability back to the membership. SM requests that all active BC members become paying members of Bike Miami Valley.

BC has committed to assist Centerville Noon Optimists with their Safety on Wheels Bike Rodeo on Sunday, May 21st at Forest Field. BC volunteers will be manning the bicycle safety check and air station from 12:30pm - 4:30pm. BC has also committed to leading Sunday community rides ([Appendix B](#)) again this year in coordination with the Centerville Washington Park District. SM would like BC to participate in the Americana parade and festival again on July 4th.

Opportunities for individual members to engage in bicycling events around the Dayton area were discussed. Some events include; ride leader training, Ride to Work Day, Regional Bike Summit, STEM School ride leadership, Ohio Trails Advocate Day.

Projects started or discussed in 2022 were reviewed, in particular the North-South signed route linking Hewitt/Bigger Road to Route 12, the North-South signed route along the length of Paragon Rd and bike racks for businesses. SM feels that linking the two new signed routes to the existing Route 12 will increase commerce in “Uptown”, and this might be a good pitch to get buy-in from gov’t officials.

New project ideas were discussed. These ideas include; recruiting new participants, building new relationships with government officials, coordinating events with Cycle Kettering, working toward “Bike Friendly Community” status, educating businesses on “Bike Friendly Business” status, reviewing “Complete Streets” adoption with the city and township, a “Lights on Bikes” event, social events, guest speakers, community outreach, building the bike rodeo into a larger event, and others.

SP shared future construction information. Iron Horse Trail resurfacing in 2025; Clio Road shared use path construction 2026; Alex-Bell (the hill) shared use path reconstruction 2028.

Marketing efforts were discussed including current efforts and ideas for the future. The group agreed that a handout or “leave behind” piece would be more effective than business cards and nice for the Americana festival and community business communication.

2023 Meeting Dates

Meetings will be held at Restoration Church, 6:30pm - 8:00pm, on the third Wednesday of each month between March and October. It will be decided in October whether BC will hold meetings between November 2023 and February 2024. The 2023 meeting dates are as follows: 3/15, 4/19, 5/17, 6/21, 7/19, 8/16, 9/20, 10/18.

Review of Goal and Objectives set in 2022

- Bike Events
 - Community events, education events, “Safety on Wheels”
- Partner with community organizations
 - Align mission with community organizations (schools, CWPDP, police, gov’t)
- Encourage local businesses to be bicycle friendly
 - Solicit and advertise with businesses, racks, “Bike Friendly Businesses”
- Bicycling promotion, expansion and safety
 - Leading way for master plan, public input, best practices
- Communication
 - Website, social media, brand awareness, partnering with other organizations’ media
- Membership engagement

- Discounts, tips and tricks, resources for bicyclists
- Financial
 - Budget, memberships, grants, financial goals

Roles for 2023

Bike Miami Valley requires each chapter to designate a president and treasurer. SM volunteered to be president (without a proper vote, however) and KS volunteered to be treasurer. The treasurer tracks and reports to Bike Miami Valley our chapter's revenue from individual and corporate memberships, Dero bike rack sales, grants and other sources as well as expenditures for supplies, marketing materials, giveaways, etc.

SM pointed out that we have plenty of members with good ideas, but we need more members to step up as doers and leaders willing to steer projects and events then report progress back to the membership.

Recruiting new active members is key to BC's success.

SM would like all active BC members to become paying, card carrying members of Bike Miami Valley. The link to join: <https://www.bikemiamivalley.org/membership/individual>

Old Business

BC has committed to assist with the Centerville Noon Optimists' Safety on Wheels Bike Rodeo and all of the community rides in cooperation with Centerville Washington Park District. SM would also like BC to participate in the Americana Parade and the Americana Festival on July 4. Full list of events ([Appendix C](#)) and the spring/summer community ride calendar, ([Appendix B](#))

There are other bicycle related opportunities for individual members and bicycle enthusiasts to join including ride leader training, Bike to Work Day and the Cycling Summit. See the complete list ([Appendix D](#))

Discussion was restarted concerning a request for a new signed route connecting the new Hewitt/Bigger/Iron Horse connector to Route 12 via Marwyck Drive, Mapleton Drive and Bigger Road. SM thinks if we frame our request around two themes, we may get a positive reaction from government officials. The two themes are 1.) "promoting commerce in Uptown" by encouraging cyclists from our cities to follow our routes there, and 2.) the city has spent this much money on the new Hewitt/Bigger connector, then let's make sure it leads people to our city. The other proposed north-south route along Paragon was not discussed, even though promoting Uptown still applies.

Bike racks for businesses were discussed several times in past meetings but never moved forward. A push for bike racks should be restarted along with some education for business explaining why this may benefit them. "Build it and they will come" may be an angle. BC needs to print some tri-fold brochures or a leave-behind printed card to leave at a business after

visiting to discuss racks. The group felt that a larger leave-behind would serve us better than business cards.

Everyone agreed that forming new relationships with city and township officials is key to our success. Several bicycle friendly officials in both organizations have moved to jobs outside our area and no one at BC knows who to partner with next. SP volunteered to research this topic and report back to the group.

The group discussed gov't hot buttons that we can use when approaching gov't officials with an idea. According to other area officials, these hot buttons are; Safety, Environment, Youth and Commerce. If our proposal can satisfy one or more of these, we have a better chance of getting a positive reaction.

SP reported that several multi-use trail projects are approved for future construction. These projects include: Iron Horse Trail resurfacing in 2025, Clio Road multi-use path construction in 2026 and Alex-Bell path reconstruction between Loop and Clio in 2028.

KS suggested we share each other's contact phone numbers and email addresses in a separate mailing. SM will do this.

New Business

Ideas for new projects or projects that never got off the ground were read. There was some discussion about teaming up with Cycle Kettering for an event or having a guest speaker and social ride to draw more people to our meetings. This prompted a suggestion to ask Cycle Kettering's president, Brent Devitt, to attend a BC meeting to tell us about Cycle Kettering's success stories.

Other ideas that were mentioned but not discussed are listed in [Appendix E](#).

Marketing

Marketing efforts were listed and discussed. It was decided that business cards are not as useful and a two leave-behind marketing pieces, one for businesses and one for individuals. Each piece would briefly explain our mission, what we do and how we can help. A calendar of events would be included on the individual piece and the definition of a Bike Friendly Business on the business piece. These would be updated each year.

We discussed an updated tee shirt for members. Some members were split on whether a dri-fit or cotton tee would be best. Could we have an art contest for the design of the shirt?

Other marketing topics were read but not discussed, like; website, social media, newsletter and mass digital mailing.

Appendix A - Goal and Objectives set in 2022

- Bike Events
 - Community event, education events, “Safety on Wheels”
- Partner with community organizations
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- Encourage local businesses to be bicycle friendly
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Appendix B - Community Ride Calendar

- Sundays, from Parks 4:00pm - 5:30pm
 - 5/7 Concept
 - 5/21 Yankee
 - 6/11 Mays
 - 6/25 Activity Center
 - 7/9 Iron Horse (long ride) 4:00-6:30pm
 - 7/23 Rahn
 - 8/13 Wagon Trail (long ride) 4:00-6:30pm
 - 8/27 Schoolhouse
 - Autumn rides...

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Appendix C - Committed Events

- 5/21/2023 Safety on Wheels 1:00pm - 4:00pm, Forest Field
 - Safety check and air station
 - Advertisement, schools, churches, “C’ville in a minute”
- May through October: Community Rides with CWPB
- 4/7/2023 Americana Parade with Decorations 10:00am
- 4/7/2023 Americana Festival Tent/Booth 12:00pm

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Appendix D - Opportunities for individuals

- 3/29/2023 Ohio Trails Advocate Day, 9:00am - 4:00pm, State House, Columbus, Ohio
 - https://secure.railstotrails.org/site/SSurvey?ACTION_REQUIRED=URI_ACTION_USER_REQUESTS&SURVEY_ID=15807
- 5/2/2023 Ride Leader Training 6:00pm - 8:00pm (location TBD)
- 5/19/2023 Bike to Work Breakfast 7:00am - 9:00am, Riverscape, Downtown Dayton
- 5/19/2023 Regional Cycling Summit, 9:00am - 5:00pm, Dayton Public Library
- 5/22/2023 - 6/1/2023 STEM School ride leader assistance, time TBD, STEM School, Woodman Dr.

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Appendix E - New project ideas

- Recruiting new participants
- Building new relationships with gov't officials
- Events with Cycle Kettering
- Bike Friendly Community - LAB
 - [Springboro is Bike Friendly](#)
 - [Kettering is Bike Friendly](#)
 - [Beavercreek is Bike Friendly](#)
- Bike Friendly Business - Restroom and water (Miamisburg)
- Complete Streets adoption for city/twp
- Lights on Bikes (leftovers) + Kids
- Social rides
 - [Bike Piqua Social](#)
 - [Biking in Boro Socials](#)
- Guest Speakers
- Community outreach
- Bike the Boro event (grown from CNO's Bike Rodeo?)

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