

*Draft minutes for suggested revisions*

GEARS BOARD MEETING, June 3, 2015, Keystone Café

PRESENT: Judy Duff, Ray Linneman, Paula Erickson, Mel Huey, Steve Hecker, Nancy Brandenfels, Allen Hancock, Jim Wilcox.

MINUTES: May minutes approved by email prior to meeting

Treasurer report:

GEARS Education account has \$16,991.41

GEARS Cycling Club account has \$5,556. 18

There are some remaining signature issues. A CD matures in June and should go in to the club account. Richard or Paul has signature authority on it and Judy will follow up.

Bicycle Advocacy: Allen Hancock presented representing an ad hoc group of Eugene cycling advocates. A number of cycling advocates came together to explore whether a new umbrella cycling advocacy organization made sense for Eugene. The core team of this group besides Allen are: Carly Jean, Shane MacRhodes, Emma Newman, Bree Nicoletto, Sue Wolling, and Rob Zako. GEARS and a number of other groups do numerous cycling related activities, but there was sentiment that other cities the size of Eugene have stronger united advocacy groups. They invited 50 people to a meeting in March, and 30 came. A series of exercises identified priorities within the group, and five areas were the top priority:

1. Cultivating bike-savvy leadership  
Who is this? Current political leaders? Others?
2. Bicycle infrastructure
3. Safety for cyclists and pedestrians
4. Bike-friendly business districts
5. Bike share, including a nonprofit to run it.

The group has not formalized its organization but is seeking feedback from groups like GEARS as to whether they're on the right track. This generated considerable discussion:

Paula: GEARS is involved in advocacy in various ways. Any new group needs to act in harmony

Steve: GEARS does some but certainly not all that is needed. A new organization could be justified on that basis.

Mel: Can someone from the new group report to GEARS regularly?

Allen: Sees this group as a catalyst, starting out as a center of communication for all aspects of cycling. We Bike Eugene could be a central web location for communications.

Steve: What other city models would you point to as what Eugene should emulate?

Allen: Chico and Santa Barbara come to mind. Chico does a great job of both advocacy and recreational cycling.

Paula: Chico worked well because of a dynamic leader who melded both.

Nancy: From perspective as the Facebook person she sees each existing group getting a small piece of the cycling constituency. Why would you want to form yet another organization that could further dilute that?

Jim: GEARS used to do more advocacy.

Paula: It seems like going backwards to separate advocacy out again from GEARS. Why do you want to spend money to get a non-profit status when GEARS already has that status?

All: There is quite a long history of GEARS and various members and leaders going through greater or lesser emphasis on advocacy versus recreation, and a certain amount of conflict around this. We'd better understand this better and hear from the GEARS people who want to start another organization before we make any decisions about supporting this. A number of board members think these priorities could be addressed by returning to a committee structure within GEARS that addresses these issues.

Allen: Will bring back question to his group of why GEARS members now involved with the new effort want a separate organization.

#### Facebook:

Nancy has taken on the GEARS Facebook presence with the goal of exposure. She did a small ad for the Women's Film event and already got 9 people saying they're coming. The best way to get word around is for other organizations and individuals to like GEARS and share the posts that Nancy and others put up.

Moved and seconded and approved unanimously to provide a \$50 budget for Nancy to do Facebook promotion beyond what is available for free. Also we will see if filmmaker Jennifer Hardacker can provide some of the funding she has from Pacific to specifically promote the film night.

From Bloomers to Lycra: Steve described the approach Jennifer made to GEARS about offering her film and two others in a program as she did in Portland. Paula and Steve met with Jennifer and we settled on June 30 7pm at Hilyard Community Center for the evening. Jennifer will be available for Q&A and Patti Gordon is helping us line up Stephanie Harris, local physician and cyclist, to be part of a panel. Various board members took posters to take around to shops. We will have popcorn and drinks for the event. Mel will set up the membership table for recruitment and others will help with this. We'll make sure Mike has some gift cards to raffle off.

### Projects and Emails:

Walking and Rolling was not very well attended. Mel was there with the GEARS table.

Mel is also doing the GEARS table at Breakfast at the Bridge the last Friday of the month, 7-9:30. Ray will help when he can.

Texas 4000: The Texas riders are coming into Eugene July 8. We will recruit people to ride in and out of town with them, provide food for dinner that night, set up the church for dinner and program, etc. Jim will write a blurb for Paula to put out on the Google Groups lists to recruit volunteers. Judy and Jim will coordinate food. We agreed it would be best to cook at least some of the dinner in the church kitchen rather than just have people bring potluck items. Steve will help cook.

Eugene Sunday Streets: There will be 2 this summer. Mel will coordinate tabling there.

ODOT Hwy 58 bridge safety: Paula had a not very satisfying meeting with ODOT on the topic of making this bridge safer for bikes. ODOT suggested a "Share the Road" sign for the bridge with GEARS contributing \$500 to it. The recent pedestrian and bicycle accidents and fatalities have raised the profile of traffic safety so it's a good time to press this issue. Paula felt that now that ODOT is aware of the problem at the 58 bridge they are liable if something happens. She made two recommendations to them: 1) sweeping more often or 2) installing a flashing light for bicyclists to activate. Both would cost considerable money but the light would be a one-time cost while sweeping would go on indefinitely.

ABJS Conference Bike Ride: This has evolved into a shorter ride highlighting Eugene landmarks, e.g. Autzen, Pre's Trail, etc. Mike has drawn up a 15-mile route. The problem now is that 24 attendees want to do it and Travel Lane County isn't sure they can find enough bikes to rent. If it does happen they will break into groups and eat lunch early in the ride, then continue on the route. We had originally asked for a donation to GEARS in return for providing ride leaders. They seem to be balking at that, but we agreed we weren't going to do it for free.

Ride of Silence: Turnout was down, probably because there haven't been local fatalities in the past couple of years. But it was a good moving event and was covered by the news.

Willamette St.: Continued delays and city is not planning to remove the driveway "lips" in their design, but the trial redesign will happen. Advocates feel it's very important to get a high volume of letters in support of the redesign within the first 3 months of implementation to balance the negative reaction that opponents will promote.

Meeting Adjourned 7:25 pm

Respectfully submitted,

Steve Hecker, Vice President

