

**In Attendance** (I didn't get everyone's names- I think we need a sign in sheet for the secretary):

Paul Adkins- Board President, Vicki, Mel, Shane Rhodes, Judy Duff- Previous Se, Brian Brailey-member, Heidi Byerly-member, Jackie Murdoff-member, Gary Cooke- Ride Coordinator, Zach – Grad Student from Portland, Michael Young- Membership director, Jim Wilcox- BikeLane, Eric Zelker- Director at large, Sue Wolling- Newsletter Editor, Richard Hughes- Treasurer & Bike Rewards program, Dave Roth- Planner with City and GEARS member, Brianna Orr- UO, BikeLoan Program, Donna Sheilds- GEARS Member (leaf writer)

Intro from Paul A.- This first hour is open to discuss what has happened in the past year and the projects that we are currently working on.

Projects-

Blackberry bRamble and Jamboree- It went well. This was the first year for the Jamboree- there had been a family ride but this was the first big organized family ride that had sponsorship, food, music, and City sponsorship and involvement (from the River House and Public Works). Sponsors for the Jamboree paid for the event so it was pretty a much a net zero (\$5 per family cost)

About 175 people were on the ride that included a Northern and Southern Loop. bRamble- 350 riders, close to the highest it has been. Brings around \$12,000 in gross and expenses are around \$4,000.

We are looking for a new coordinator for next years event- Rob Roy is stepping down and he has a big book and some of those things need to start in January.

Bike Lights Parade- Low overhead and a fun time! Let's do it again next year. The city helped to organize this ride with GEARS and the Eugene Celebration also helped out with discounted bracelets and assistance with getting the word out and publicity in general.

Education- 18 LCI's were certified at the end of last year, about 9 of those are in Eugene. 8 or 10 classes have been promoted. Only about 4 classes have actually happened. Though we didn't teach many courses this year we did more than last year (when no bike ed classes were held in Eugene).

Shane Rhodes is the Safe Routes to School Coordinator and works with the BTA on Bike Education classes for youth in our area.

GEARS members who volunteered for the BTA classes were also an important part of the bike ed scene in Eugene.

GEARS bought the first fleet of bikes for the BTA program and helped raise funds for the program throughout the year.

When GEARS was considering doing the bike ed program they looked at getting the BTA to do the classes here in Eugene. There is a stream of money that is going up to Portland to help pay for this.

There was some discussion about having more of a connection to the BikeEd program with maybe GEARS taking over the BikeEd program from the BTA.

Eye to Eye campaign- Working with LTD we have a bunch of bus tail advertisements regarding the Eye to Eye campaign (w/some

in Spanish). This was a donation through LTD. The campaign was something that came about through the Walk & Bike Summit. There was a session for the “Share the Road” campaign and it evolved into the Eye to Eye campaign.

We have done a truck visibility example, breakfast at the bridges with lights and bells, a Press Conference with important players in the campaign, and several meetings to discuss the plans and vision of the campaign, and a basic website was developed with the new one coming along.

There is a banner and logo for the campaign and the committee has been meeting to determine how to move it along. A large press event was held to launch the campaign but we haven’t had a real “impact” yet.

(Paul M) What are the issues we need to bring up? A banner, “start seeing everyone”, might not be enough, it may just be an advertisement for the fact that the campaign exists but what is it teaching people. It should get specific (like visuals of what a safe distance to pass is, that a cyclist may be taking the lane, etc.). Specific items for people to learn. What is one thing that we would want people to learn.

(Jim W.) Provide a message on a sticker with a sponsor who buys a sticker (peel off coupon on the back)- it’s appealing to drivers as well.

(Gary C.) There are people out there who are considerate and others who are not so much- Maybe “go after” drivers who are not being considerate... Intentional harassment. Purchase a camera or two cameras? Proof of who the driver was . File charges against

them.

Bike Rewards Program- Report; Richard and Sue have been working to build up local stores and all bike shops are in for 10%, REI with 10% off on bike labor, Allan Brothers, Keystone, Barry's Espresso, Greater Goods, and others are on- see the GEARS site for a more complete list.

One issue is people say that it might be too difficult to process (hard for the staff to know when to give discount and of what).

If anyone knows of likely candidates forward them onto Richard or Sue.

Brainstorming Session-

Brian Brayley (Keystone Café Owner)- Recommended a Business membership. Discount rates for employees so they could be members at a discounted rate? What kind of benefits? Businesses that participate could have a logo on the webpage, maybe a link to the website,

He has 12-14 employees that might be interested in being members.

Supporting or contributing members are currently listed on the newsletter- so could "business members"

Business could come on with Five members at a discounted rate of \$10 (instead of \$12) and would get a plug in the newsletter. Those employees would only receive one digital newsletter copy per employee and the business would receive the hardcopy of the newsletter.

(Jim W.) As a 501 c(7) you have membership who is oriented towards what YOU are doing. You have to have some sort of

application process.

\*Mutual benefit organization- working to benefit the members.

We can also lobby.

c3- is a public benefit and cannot lobby.

Gary Cooke- Newsletter- concerned about the amount of space taken up for the rides.

To eliminate the pages in the newsletter we could have a ride leader. Over the years things changed because of leaders leaving riders and not being supportive, that needs to change.

There was also an anti-volunteer attitude of the previous board and riders were split up on rides with two different ride times. The ridership is down- it used to be 35-50 people on a ride, now it is rare that there are more than 5 (except for the Wednesday ride).

We could use a ride leader who is responsible to find someone who will go with all speeds. The ride leader announces the ride and puts it in the newsletter and only one start time.

Heidi- Would like to see something like the Sunday Parkways in Portland. Walk & Roll Willamette was mentioned as the program that had come out of the bike summit, Paul A. mentioned that there was concern about sticking with Willamette st. as the only choice.

Donna Sheilds: Leaf issue- She has written letters to the City and the County.

Written a new batch to the City Council and the mayor We should feel safe. We are not safe in the Bike Lanes when leaves are

allowed to be put there.

As an example Donna mentioned that Royal and Beltline was seen as an issue for years and there was a lot of talk for several years but nothing was done. Then there was a death. Do we want to wait for that to happen again?

Does GEARS want to take a position on this?

Suggestions- plastic bags- city of Springfield bags theirs and places them yard side.

There was discussion of whether it is already illegal to place leaves in the Bike Lane or not. We need to find that out before we ask the City to make a policy for something that might already exist.

Dave R-

What is the city ordinance? Chapter 6 of the code. It is in conflict with information that goes out. "Public Nuisance".

(Shane) The group energy from GEARS is needed.

Set a date and time for people and time interested in?

Paul A. the problem is that people tend to frame the issue as "Leaf Program" vs. "Bikes".

What about putting notices? There is no code or penalty?

Staff has said that with staff levels they can either enforce or choose to clean up leaves. They choose clean up.

A motion was made to bring the following proposal to the Board for approval:

GEARS wants the City of Eugene to have a solid policy that states

“no obstructions” are allowed in the bike lane including leaves, signs, cars, garbage containers, etc.”

18 members approved. 0 opposed.

It was suggested to put a BPAC link onto the GEARS site.

GEARS Board Meeting 7:40-8:00pm

Call for additional Agenda meetings-

Can we change the time of the general meeting?

Second Monday. at 6:15-8:00 until April

Approval of minutes: There were no minutes from previous meetings, which is an issue we hope to resolve.

Critique of General Meeting and Bike Swap held on Nov. 10th. Everyone thought it went great and was surprised at the number of people who showed up to buy and sell gear. It was suggested we do it again in the spring and that we will bring it up as an agenda item to discuss how to have another successful event.

Treasurer's Report- See attached. Richard did some cleaning up of the account to make it more understandable and presented a report to the board.

--Time ran out.

It was determined that we could do better to organize the first part of the meeting which cut off a lot of time and meant we could not really get into the Board Meeting agenda items.