

GENERAL MEETING OF THE BIKE BUCKEYE LAKE, INC. BIKE CLUB
July 27, 2017

The meeting was called to order at 6:44 p.m. at the Buckeye Lake Winery.

In attendance were Luanne Cooperrider (one of our riders in the upcoming event), Joe Ebel (Licking County Health Department, Health Commissioner), Karen Anderson (representing Hebron Lion's Club), Paul Swisher, Doug Hartfield, George O'Donnel, Bill Collinson, Mike Anderson, Jeff Ritter, Becky Robb, Kay Morrison, John Stevens and Lynne Collinson.

Jeff Ritter made 2 preliminary announcements:

- Pedal with Pete event is Saturday, July 29, 2017, at 7:30 a.m. Members of BBL riding in PwP will meet at **the school** at 7:30 a.m.
- Thursday Rag Brai bike event is moving across Iowa today on a 500 mile event.

Karen Anderson of the Hebron Lion's Club offered to sponsor the BBL bike event. The Lions Club has a tent at the Sweet Corn Festival hosted by the Millersport Lion's Club. Volunteers for their booth are needed. Hebron Lion's Club will sponsor \$250 to BBL if BBL members sign up to volunteer at the corn festival. After the festival, the Lions will donate up to another \$250 depending on how much money they make. Becky Robb is the point contact person for setting BBL volunteers for 2-hour time slots at the Corn Festival. Karen offered to recruit volunteers from the Lion's Club for our August 26 event and will report those volunteers to Becky Robb. The Lion's Club Corn Festival runs from Wednesday, August 30 to Sunday, September 3. We need to get the correct name and the logo from the Lion's Club in PDF format so that their name can be displayed on our grab bag. This needs to go to Bob Panian and to Kay Morrison. Bill will take care of that.

Minutes from the May meeting were read. One correction was noted. Motion was made by Kay Morrison to accept the minutes and was seconded by Bill Collinson and passed by a vote.

Activities Committee Report—Bill Collinson

The 18 bike event volunteers have had three meetings. So far 280 people have expressed interest in the event on Facebook and 31 people are signed up and paid on EventBrite. People generally sign up closer to the event date so we are staying with our estimate of 200 riders for event expenses and purchase of supplies. We are continuing to push publicity for the event at cycling events around the region—we have distributed 1,500 "save the date" cards directly to bikers and will distribute 1,000 more at "Pedal with Pete", "Pelotonia", and "Ride the Darly" events during the next 3 weeks.

Volunteers are needed for our August 26 event. Each committee chairperson for the event needs to estimate number of volunteers needed to work and jobs that need to be done by those volunteers. Estimates should be brought to the August 3 meeting and Bill Collinson's house and given to Bill and Lynne. We can then recruit and assign volunteers directly to committee chairpersons for instructions. Kay Morrison and Karen Anderson both volunteered to recruit volunteers. The event begins on August 26 at 9 a.m. Tents will be set up Thursday and/or Friday before the event at the winery and roads will be marked with arrows and signage ahead of time as well. Volunteers will be needed for these preparatory activities as well as for event day particularly at the registration tables and on the roads for the safety committee.

Safety committee will need volunteers to slow traffic on Route 204 where bikes cross at the road at the bottom of the hills at Lake Road and Cattail Road. Also at Cristland Hill Road where a sharp right turn occurs at the bottom of the hill just before Westview right turn.

All proposed expenditures for the event submitted by volunteer committee chairs were approved by the board today. We have approximately \$3,900 in sponsorships and approximately \$2,500 in estimated expenses. Money coming in from ticket sales will be available to Kay Morrison for the Christmas Bike Drive after we pay the winery for the complementary wine and the \$2 or \$3 per ticket to eventbrite. Money from sponsors will go into the general fund to pay expenses for the event.

Kay announced that Dan and Randy at PaPa Boo's trivia night have been announcing advertisement for the bike event. Also that the 50/50 drawing will go to Christmas Bike Drive. Kay needs more "save the date" cards to be distributed at the August 20 neighborhood party where she will be soliciting volunteers for the event day.

Overview of the event—Registration begins at 9 a.m. Registrants can hop on their bike and begin as soon as waiver is signed and they are registered. There will be no mass start. Mike Mohler has offered to provide trailers from his landscaping business to move bicycles and cyclists down the driveway to the road and back up to the winery when finished. After the ride will be a gathering at the winery. Tracy agreed to split the cost with BBL of hiring a live band to play at lunch time as the riders return to the winery. Each rider will have a coupon for one glass of wine, or one beer, or one soft drink after the ride is completed complements of Bike Buckeye Lake, Inc.

Backpack style grab bags will be ordered by Kay and Elaine on July 31. The bags will be shiny and silky, bright colors, with a zipper—quality bags which people will use. Logos will be clearly printed on the bag along with the names of sponsors. The bags will cost \$3 each. In addition to bags we will purchase a large banner to be hung at the winery announcing all sponsors of the event with their name and logo. This will allow for sponsorships to come in after the bag printing deadline of July 31.

Doug showed the arrows he will use to mark route turns. These arrows stick to pavement, are biodegradable and do not wash off with rain or wear off with traffic. At each turn there will be an arrow 50 yards before the turn, one at the turn, and one 15 -20 feet after the turn pointing straight ahead. In addition arrows, there will be 38 signs at the side of the road depicting turns. Arrows will be yellow for main route, green for mini route, and orange for side trips. The road markings will begin to be inserted Thursday and Friday before the event and spot checked on Saturday morning.

The next general meeting of BBL on August 24, Thursday, will be a work meeting getting things setup for the event. There will be two 10 ft by 20 ft tents from Dave Ritter, and several tents from Jeff Robb at the Winery to set up Thursday evening. Brendan will have one tent from the Collinsons and one tent from Peggy Wells for the Brooks Park rest stop. Todd Fortune will have a tent from LCATS for his North Shore State Park rest stop setup.

At the event, all volunteers will wear a white T shirt. The 4 x4 inch sticker logo of BBL will be stuck right on the shirt.

The Crier article was not published due to change of personnel at the paper. Mike Anderson will send Bill the email address for the Beacon email publication so we can advertise the event there.

Jeff needs 50 to 100 “save the date” cards to distribute at Pedal with Pete event.

Bill is having a volunteer meeting August 3 at his house at 6:30 p.m. and would like all to attend.

Mike Anderson will arrange to have us able to accept credit cards by phone at the event site for same day registrants. He will work with our bank so that Becky can process a charge sale.

Jeff Robb has organized a Safety Committee meeting on Friday, July 28, at 11:30 p.m. (lunch) and 12:30 p.m. (meeting) at the Winery. All safety personnel (police, sheriff, EMT, fire, etc.) from the 3 county Buckeye Lake Region and all township safety personnel from townships around the lake have been invited to provide input and to offer help. Twenty four invitations were sent out and only one has responded to date. Joe Ebel suggests that if we do not get response from local law enforcement—there is a group, CERT—Citizens Emergency Response Team—in Licking county lead by Sean Grady that might be able to help. Todd Fortune would be able to link us up with Sean Grady to explore this possibility if necessary.

ODNR has filed our application to have rest stop(water/snack and bathroom) tents at 2 locations, Brooks Park and North Shore Park. They allowed us to have the \$40 application fee waived by naming themselves as co-sponsors or co-hosts for the stops. Restrooms are also available at Leibs Island for those who choose to do the side trips.

Doug Hartfield—Communications Committee

A change/improvement has been made by Crystal Davis in our email website system. There are 6 emails on our website to send messages directly to committee chairpersons. Crystal has reset our system to secretly forward these emails to the chairperson’s private email without revealing the private email address.

Jeff Ritter—Community Outreach

Formal invitations to influential people need be sent out. Mike will provide a list of people who need be invited and their email addresses. Luanne will contact Ben Carpenter and the Judge from Perry County as well as papers in Perry County. Lynne will email PDF format flyers to Luanne for this purpose. Mike Anderson will contact and invite Rob Portman.

George, Bill and Jeff attended Licking Township Trustees meeting. They are very supportive. They want to be sure that it is understood that BBL has no intention of taking private property away from private property owners to facilitate trail development.

Outreach to Hebron Township Trustees was in November. Outreach to Thorn and Licking Township Trustees is completed. Outreach to Walnut and Union Townships is next.

Mike Anderson—Finance Committee

Mike announced that we have money in the bank—enough to cover the bike event and that we are in good shape.

Jeff Robb—Membership Committee

We are capturing names and email addresses of riders in the event to give to Jeff Robb a membership list for future communication such as mail newsletters and future bike events.

George O'Donnel—Route Planning

Grant requests must be submitted by the end of January, 2018. We know that Licking County (Todd Fortune and Sarah Wallace) provide grant writing assistance but they are not grant writers. He, she, and George will begin in September with grant writing. A grant writer is needed. Ben Amick will charge \$6,500 to \$7,500. Judy Horning might be interested in writing grants for us. Her number is 740-504-9823.

Bill will talk with Deb Mechling, our facebook person, about how to capture the emails of 325 persons who have clicked an interest in our event.

A banner will be ordered by Bill Collinson midAugust listing all sponsors for our event including ones coming in too late to get on the bags. It's estimated to take about 10 days to get the banner.

Kay Morrison suggested in the future events that we have bike races for children. Kay pointed out the Cindy and Ed Novak of Harbor Point have contributed \$600 to the bike drive and are in the business of event ticketing. She suggests that we owe them some business in the future instead of using eventbrite. Luanne Cooperrider added that our eventbrite signup on our website was easy to use and very effective.

Next meeting is August 24 at 6:30 p.m. at the Winery. This will be a working meeting preparing for the event.

Meeting was adjourned at 8:30 p.m.. Motion to adjourn was made by Doug and seconded by George. All voted in favor.