

Minutes of Meeting Bike Buckeye Lake February 23, 2107

Minutes of the January 26, 2017 meeting were read and approved.

Executive Committee Members voted in at the January meeting were as follows: Activities, Bill Collinson; Communication, Publicity and Marketing, Doug Hartfield; Community Outreach, Jeff Ritter; Finance Committee, Mike Anderson; Membership, Jeff Robb; Route Planning, George O'Donnell. Each committee member in attendance was called upon for an update.

Doug Hartfield—In Bill Collinson's absence, Doug gave an update of the "Tour de Lake" bicycle event. The date of August 26, 2017 was set according to the availability of the winery. The name of the event "Tour de Lake" was discussed. ODOT will probably be able to furnish four electrical signs for the event to alert drivers of safety concerns. Mike Anderson has four banners already and additional banners will need to be procured. The guy from Leader's has not gotten back to Doug regarding additional banners available for purchase. It was suggested that Dennison University can make banners as well. In addition to large banners, small banners will be needed to guide riders along the roadways.

It was suggested that Cathy Levy of "Pedal with Pete" will have good ideas to share concerning the bikeride event., A meeting is scheduled in early March with her.

J. Robb emphasized the need for establishing sponsorships for the bike event. Funding will be needed to make it a success and to make it an "annual event". He suggested to keep it simple starting out. J. Ritter opined "Let's go big!"

It was suggested that corporate sponsorships from businesses around the Lake Area such as Kroger or the golf cart company would be appropriately set at around \$200 to \$250. Money raised would finance activities for BBL. Question needs to be addressed: "What will BBL provide to the sponsor in return for the donation? Advertising on website, on banners, on place mats????

Doug reported on Communication, Publicity, and Marketing Committee—George O'Donnell and Doug met with Crystal Davis regarding a web page for BBL. Crystal is a local person with a good list of credentials. She can set up a web page for BBL. The address '[Bike Buckeye lake.org](http://Bike_Buckeye_lake.org)' is available. She will charge \$700 to set up the site and \$300 a year to maintain the site. She can get it going quickly once she is provided with the information. It takes approximately a week to get it going. J. Robb pointed out that we need to be sure that we own everything that she does for us—to make sure that she does not own artistic rights to the project. The question was asked 'What program does she use?' WORDFAST? George will check that out. She might be invited to the next meeting to enlighten the committee regarding her work.

George and Bill and _____ will be attending a meeting on March 6 with Betsy Eiler, Licking County Transportation _____ regarding a connect between Thornport and Somerset.

Brochures are needed. Doug pointed out that we can get more brochures within a week's time when we are ready. They are \$300 per thousand. It was suggested that we hold off on ordering more brochures until funds can be procured after the 501C3 is in place. It is Jeff's understanding that the short form application for the 501C3 has been submitted by Mike Anderson and we are waiting for approval. in the mean time the web site and the face book page will provide information. We need to get the following 4 things in place ASAP for communication, publicity and marketing:

1. e address
2. p. o. box
3. web site
4. face book page

It was suggested that the P.O. Box should be located at the Buckeye lake post office. Doug will get that set up.

Jeff Ritter— reported on the progress of the Community Outreach Committee

Bob Williams, Licking County Park Director, was targeted for partnership for the ability to get support from Licking County for maintenance of multi use trails.

Sarah Wallace was contacted regarding a trail from Lakewood High School to Christland Hill Road as part of community outreach.

The brochures are excellent as part of community outreach but we need to come up with a registration flyer for the bike ride.

Four committee chairmen went to a meeting at Fairfield County MORPC where they put out maps of the area for us to draw where we wanted proposed bike routes. At that meeting Jeff distributed brochures. He also invited Fairfield County representatives at the meeting to attend our BBL meeting at the winery on the 3rd Thursday of each month.

For future meetings we are focused on getting townships involved and on getting people who help with zoning involved. Jeff will be having meetings with Licking County, Fairfield County, and _____ and _____.

Mike Anderson—Finance Committee

Mike Anderson was not in attendance and no report was forthcoming for finances. The 501C3 has not been approved yet. It has been submitted for a second time using the short form application and we are still waiting.

Jeff Robb—Membership Committee

To date the BBL has no paid memberships. Once the 501C3 is in place, membership fees can be collected. We need to come up with a list of benefits provided to members so that we can start collecting money in the form of dues. We need to tell people what they are paying for when they pay their dues. Among the benefits we might consider the following:

1. Information exchange via website, facebook, member meetings, e mail alerts, and updates, digital newsletters
2. Annual BBL Christmas Bike Drive
3. Buckeye Lake Region Bike Path Map
4. Bike safety activities and seminars
5. Collaboration with LCATS, MORPC, ODNR, Tri-County Agencies, Chambers of Commerce, Buckeye Lake region villages and various political subdivisions.
6. Annual "Tour de Buckeye Lake" bike ride.
7. Interface with local and state cycling organizations.
8. Affordable individual and family member fees:
 - \$25 for individual
 - \$30 for family
 - \$15 for student
9. Active and visionary Board of Directors.
10. Discounts at local bike shops select businesses.

Jeff Robb reported that we are in the process of trying to organize a Buckeye Business SUMMIT Meeting on March 17 from 1 to 3 pm at the winery. Mike Anderson is working with Connie Spruill, CEO of Micro Enterprises in Work Force Development (?). She has offered time and energy to spearhead this project. This meeting would be open to business owners in the Buckeye Lake Region as well as to political representatives in the Tri-County Area. It would not be open to the public. Each participant would be given five minutes to present concerns, pose questions, give information to the audience. Opening comments and general meeting will be conducted and orchestrated by Jeff Ritter. Jeff will give an inspirational presentation explaining the goals and aspirations of BBL and setting the tone for a positive, forward looking stance regarding the upcoming development of the Buckeye Lake Region. The whole idea is to abandon the negative attitudes of the past couple of years and embrace the positive plans to move forward and make Buckeye Lake great again.

Jennifer Spohr of the Lakes in Distress Program has provided information regarding grants available (\$500,000 to each applicant?) The initial requirements to apply for these grants are very strict and deadlines for application are soon. (March 31?)

Emphasized at the meeting will be the importance of multi use recreational bike paths and the projected route around Buckeye Lake. Also the importance of supporting more access to connect Buckeye Lake with the 3-county, multi-use recreational bike paths in surrounding areas.

This will be a power-packed presentation giving the business owners a voice thru signing a document and sending it to the state showing that business owners feel that a path around Buckeye Lake is a good idea. There will be a resolution to say that this is a good idea. The business community needs to be a productive, positive effort.

George O'Donnell—Route Planning

George O'Donnell has met with Bob Williams of Licking County regarding route planning meetings. He has discussed with Todd Fortuna the connecting of Route 40 with Christland Hill Road. He has discussed with Sarah Wallace land to be used for the extension from Route 40 to Christland as well.

George pointed out the need to target where we need to go in the next 10 months and what it will take to fund this construction. Positive things include how the short link is going to connect Harbor Hills, Avondale, and Freeman Memorial Road westward to Mill Dam Road.

The process is arduous to get approval for funding to take place by 2020 or 2021 for 95% funding of construction costs. The total cost is \$800,000. By 2018 Buckeye Lake has to come up with 5% of that \$800,000 plus \$35,000 to \$50,000 for design and engineering matters.

There is no short route to get done what we want to do in 10 months (by January 1, 2018) for the application. We must get things in line. Jeff pointed out that according to Rails to Trails, money is not going to be an obstruction. Who owns the land and how do you get the land is the major problem. Todd Fortuna has a grant writer on staff and LCATS.

Advice is “don't spend money on engineering until after the grant is secured.”

Meeting was adjourned at 7:55 p.m. Next meeting is March 23, 2017, at 6:30 at the winery.