

MINUTES OF DECEMBER 28, 2017 MEETING OF
BIKE BUCKEYE LAKE, INC., GENERAL MEMBERSHIP

Meeting was called to order at 6:37 p.m. In attendance were Bruce and Sue Jones, Jeff Ritter, Deb Matesich, Brendan Underwood, Vicki Glover, Doug Hartfield, Bill Collinson, Paul Swisher, Jeri Helfer, Richard Waugh, Kay Morrison, John Stevens, Lynne Collinson.

Minutes from October meeting were read and corrected. Bill Collinson moved to approve the minutes with corrections. Doug Hartfield seconded, so moved.

Activities Committee—Bill Collinson

We are exploring the possibility of having two starting venues for the August 25, 2018, “Tour de Buckeye Lake” cycling event. Bill will approach Jeff Craiglow at PaPaBoo’s to see if they are interested. Also for the event next year, we plan to change the route slightly to minimize the time on CristlandHill Road and to allow riders to pass in front of PaPaBoo’s on Avondale Road and to go thru the Woods of Buckeye Lake neighborhood.

Kay Morrison reported that the Christmas Bike Drive this year provided 177 bikes, helmets, and locks to needy children and used 15 agencies, schools, and organizations to identify those children in need. The cost of the bikes was \$15,978.26 minus \$80 Walmart gift card, minus \$249 from Thrivent, minus \$500 discount from Walmart. We gave three bikes to PaPaBoo’s which had identified a local family in need to receive the bikes. The money to pay for the bikes was raised from proceeds from “Tour de Buckeye Lake”, from PaPaBoo’s 50/50, and from private donations. We received a thank you note from Hebron Elementary School. Kay suggested that we identify a “family in need” next year to receive bikes so they can all ride together.

Communications—Doug Hartfield

We need to contract with Crystal Davis to continue handling our website—-we are eliminating the six personal e-mail accounts on the website to save about \$120.

The BBL brochure is being printed at Leaders and will be available soon. We added contact information and changed some pictures to emphasize the multi-purpose aspect of our trail development efforts. We ordered 1,500 copies at approximately \$.30 apiece. Richard Waugh requested a couple dozen copies to distribute to influential persons with whom he meets regularly.

It was decided that we will have a breakfast meeting soon with Jeri Helfer, Doug Hartfield, Bill Collinson and Deb Mechling to discuss some communications issues that need to be streamlined through social media. Jeri Helfer has set up an e-mail account “bikebuckeyelake@gmail.com” to be used for Jeri to lock into instagram and twitter with BBL information. Members can send information to Jeri at jerihelfer@gmail.com to be posted on social media.

Jeff Ritter suggested that we have BBL jerseys made to be worn by members while riding in bike events such as Pedal w/ Pete or Tour de Cause in Lancaster to advertise our organization to cycling enthusiasts.

Community Outreach—Jeff Ritter

Bill C., George O., and Jeff R. made a presentation to the Walnut Township Trustees at their meeting early in December. Their presentation depicting the mission and goals of our organization was enthusiastically received by the trustees.

Brendan U., Richard Waugh, and Jeff R. attended a Licking Park District meeting on December 20. Park District was asked to pass a resolution to support the creation of a bike-friendly environment in the region. They were asked to sponsor our grant writing effort in 2018 asking for grant money for the Lancer Road multi-purpose trail development. They are also working on getting grant money for the Canal Road Trail from Hebron to Route 79 in Buckeye Lake.

We are also supporting the ODNR trail on top of the dam and watching the Fairfield Beach project and the Thorn Township project for possible trails to be included in the plans.

We need to reach out to Todd Younkin, Director of Fairfield County Parks, to the village of Millersport and to the village of Thornville. Jeremiah Upp, Fairfield County Engineer, may be helpful to us in pulling in more support from Fairfield County.

Jeff is meeting with Yaromir Steiner of the Buckeye Lake Region Corporation (BL20/30) on January 23, 2018, to discuss further partnership.

Finance Committee—Mike Anderson

In Mike's absence, Jeff gave a financial report summarizing our financial situation as follows:

Cash Balance is \$27,491.72. Credit card due on 19th of the month, \$15,648.98. Net Bank Position, \$11,842.74.

Grant Writing—Brendan Underwood

Brendan summarized the learning experience the Grant Writing Committee underwent in November and December of 2017. Moving ahead toward the revised goal of February 1, 2019 for grant submission we start now with the following:

- ...strategic business plan draft to be ready first quarter of 2018
- ...outline strategic priorities
- ...determine partnerships for grant writing
- ...put business plan on the website
- ...share plan with Buckeye Lake Region Corporation (BBL20/30)
- ...plan must be finalized and approved
- ...make sure that townships, villages, and schools are on board so we don't step on any toes
- ...explore other grants we can use such as COTF, RTA, Tap, Rails to Trails, etc.

Licking Park District has asked Bike Buckeye Lake, Inc., to draft a resolution to ODOT expressing our support of the idea of including a multi-purpose path on either side of the bridge project to widen the bridge (over Rte. 16 on Rte. 37 between River Road and the Rte. 16 entrance ramp) from 2 lanes to 4 lanes. We support the idea of a multi-purpose trail on either side of the wider bridge.

General Discussion

Jeff Ritter asked us to specify 4 or 5 goals toward which Bike Buckeye Lake should strive for the next calendar year. We listed as follows:

- ...raise \$100,000 by December 31, 2018 for trail development
- ...double participation in the Tour de Buckeye Lake cycling event
- ...develop a strategic plan for grant writing
- ...provide support for grant writers for Lancer Road Trail
- ...improve social media presence

The next meeting will be Thursday, March 22, 2018 at location to be determined.

Bill Collinson motioned to adjourn the meeting at 8:20 p.m., Richard Waugh seconded, so moved.