

GENERAL MEETING OF BIKE BUCKEYE LAKE, INC.  
MARCH 29, 2018

The meeting was called to order at 6:36 p.m. at the Buckeye Lake Winery.

Present were Jeff Ritter, Doug Hartfield, Becky Robb, Jeff Robb, Mike Anderson, Amy Spoutz (Marketing Manager of Athens County Convention and Visitors Bureau), Jonett Haberfield (Executive Director of Visit Fairfield County), Brendan Underwood, Lynne Collinson, Bill Collinson, Paul Swisher, Andy Wolfe, George O'Donnel, Tom Hall, Randy Comisford (CPM;LPA Manager ODOT District 5), Tom Hall, Jeryene Peterson and Don Roberts (Explore Buckeye Lake), Susan and Bruce Jones, Mike and Shirley Groseclose, Deb Matesich, Jeri Helfer.

Jeff Ritter reviewed our goals for 2018

- raise \$100,000 by December 31, 2018 for trail development
- double participation in the Tour de Buckeye Lake cycling event
- develop a strategic business plan
- provide local support for the development of the Canal Road trail
- improve social media presence

Activities Committee—Bill Collinson

The Second Annual Tour de Buckeye Lake cycling event will be August 25, Saturday, 2018. Last year we had 224 riders and this year we hope to double that number. We had good response from riders last year and plan to make only 4 improvements for the coming event—

- a rest stop at PaPa Boos where riders can have a complimentary ice cream cone
- a small change in the route to minimize time spent on Cristland Hill Road
- additional parking at Fairfield Beach with an additional registration table at that parking lot
- a Volunteer Committee Chairman to identify volunteers and corresponding duties and to arrange for training for some of the volunteers prior to event day.

Bill reviewed the three goals of the cycling event.

- bring attention Bike Buckeye Lake, Inc., to facilitate our fund raising efforts
- raise money for trail development and for our Christmas Bike Drive
- generate business in the region by creating vibrant and healthy business environment

Our first planning meeting for volunteers will be April 19, Thursday, 2018, at 6 p.m. at Bill Collinson's house. Registration on EVENTBRITE will open May 1. The entry fee will be \$35 for registered riders and \$40 for same-day registrants. Money from registration this year will go toward trail development and toward purchase of bikes for charity. Business sponsorships will be solicited for the event. Soliciting will begin at the end of April.

Tom Hall announced that the GOBA (Great Ohio Bicycle Adventure) will take place June 16-23, 2018. The tour will start in Delaware, loop through Columbus and end in Delaware. They will be in Lancaster on Wednesday and Thursday and will loop around Buckeye Lake and up to Newark on Friday. There will be 1500 riders. Carol Thress and Dan Moder (Explore Licking County) are the contact persons for GOBA information. BBL will be distributing "save the date cards" at Lancaster and at Newark.

Brendan announced that the Tour de Forest will be April 21 in Athens County. The ride can be from 12 to 180 miles all on paved surfaces.

Communications Committee—Jeri Helfer and Doug Hartfield

Jeri Helfer has created Facebook and twitter sites for Bike Buckeye Lake and is ramping up our social media exposure.

Doug has completed the printing of 2,000 brochures and has purchased 25 holders for the brochures. They have been distributed to various businesses and government offices around the region.

Jonette Haberfield has offered to post BBL information on the Fairfield County Facebook page at [VisitFairfieldCounty.org](http://VisitFairfieldCounty.org). Amy Spoutz has offered to post BBL information on the [athensohio.org](http://athensohio.org) Facebook page.

Community Outreach—Jeff Ritter

Jeff, Bill and George met with Walnut Township Trustees and they requested that we write a resolution for them to use expressing their support of Bike Buckeye Lake goals and efforts. Licking, Thorn and Union townships will be approached for specific support efforts as well. The Walnut verbiage was to connect trails to the trail on the dam. Other townships will have different support verbiage depending on their special circumstances.

Jeff Robb, Bill C., Jeff Ritter, George O'Donnel and Brendan Underwood met with ODNR (Mark Anthony, Heidi, Kevin and Jason) in February to discuss details regarding the bike trail to be built on the dam. Jeff gave a power point presentation and ODNR was receptive. ODNR is receptive to BBL being Trail Trolls for a safety presence on the trail and for clean up efforts. They also were receptive to having BBL be a partner in the kick off ceremonies when the trail opens.

March 20 Jeff attended a Rails to Trails webinar. The webinar covered all possible tools that we might need in our trail development efforts.

Jeff Ritter, Deb Matesich, George O'Donnel and Mike Anderson attend a MORPC meeting on April 19 (Mid Ohio Regional Planning Commission), State of the Region Luncheon.

Tom Hall will be speaking to the Rotary about Bike Buckeye Lake—Newark Rotary, April 17 at 11:30 and Granville Rotary, May 21, at the Granville Inn.

Andy Wolfe from Buckeye Lake Corporation (BL 2030) spoke to the effect that BL2030 is totally supportive of the bike trail on the dam and they are working with ODNR to make sure it is successful. He pointed out that BL2030 is focused totally on the area immediately surrounding the lake whereas BBL is focused on connectivity expanding from outside areas leading to the lake region. He invited us to submit detailed and specific proposals which we are sponsoring to 2030. These proposals should be within the range of focus of 2030 in order for them to help us financially and otherwise perhaps by incorporating our idea within something they are already

planning. We must reach out to them with our priorities, and these priorities must be very specific.

Andy also pointed out that we need to be aware of the importance of creating relationships with the administration of the new governor. Also critical is working with local government.

#### Finance Committee—Mike Anderson

Basic message from Mike is that we need money and need to continue to find sources of income to shore up our financial position for grant writing.

#### Membership Committee—Jeff Robb

We have 245 paid memberships and 20 corporate donors. We are getting ready to solicit an additional 150 potential members via email. We are working to finish establishing our membership files on excel.

#### Route Planning—George O'Donnel

Randy Comisford, LPA Manager from ODOT District 5 gave us 2 ODOT manuals, one on "Bicycle Pedestrian Guide" and another on engineering aspects of trail development. He listed a number of federal grants (including TAP which provides 95% of cost with 5% matching) which we should look into. These grants require that a government agency sponsor the grant application and they are very competitive. Lori Coutman of Knox County Park District and Todd Younkin of Fairfield County Park District are good contacts for information regarding grants.

Also BBL can apply to ODOT to get signage, for example "share the road" or directional signs to get cyclists from the road to the trail head. When a request is made to ODOT there must be only one sponsor with resolutions and/or letters of support from other entities. Support resolutions are important when seeking grant and other monies.

#### Grant Writing—Brendan Underwood

In selecting areas of need to prepare a grant request, BBL has identified **SAFETY** as a key focus in choosing projects. We have identified four areas around the lake where safety is a concern for cyclists and a grant might be considered to make cycling safer. Brendan is preparing a 5-year strategic business plan with input from BBL committee members which will be available in the next week or so. When the Strategic Business Plan is done, we will share it with BL2030, post it on our website, and include it in our sponsorship package so everyone can see it. We will be constantly updating it.

In sharing our priorities with BL2030 the key to working with them is PLAN AHEAD and PRIORITIZE.

#### Fund Raising—Deb Matesich, Tom Hall, Bob Panian, Jeff Ritter and Bill Collinson

The fund raising committee is preparing to solicit sponsorships from both corporate and private sources. As soon as the Strategic Business Plan is completed and added to the Sponsorship

Package, we will be going to the printer with the package. The sponsorship form is at the printers right now. We will be ready to begin our campaign mid April.

General Comments—

Jeff Robb—BBL is seeking to be involved in the grand opening kick off of the trail on the dam and is prepared to be involved as Trail Trolls on the trail for safety and for clean up efforts.

Jeff Robb—suggested that we need to get “share the road” and directional signage to get cycling campers from the KOA Campground to the trail on the dam.

Meeting was adjourned at 8:08 p.m.

Next general meeting will be June 28, 2018, at 6:30 p.m. at the Winery.