**Scenic Bikeway Committee Draft Meeting Minutes**

**OPRD HQ 725 Summer St Suite C, Salem**

**April 26th 2018**

**Present:** Michael Black, Karl Maxon, Liz Rickles, Bonnie Lippitt, Natalie Inouye, Richard Meyers, Lauralee Svendsgaard, Pat Moran, Steven Hatfield, Jodi Bellefeuille, Jan Hunt, Nicole Sprecher, Susan Peithman, Alex Phillips, Scott Bricker arrived at 10:09 AM, Roger Nyquist arrived at 12:45 PM

**Summary of action items:**

* Alex will update the Oregonscenicbikeways.org website to note that bike friendly businesses can be found on the Ride With GPS map.
* There was a request for simple reference guide for public meetings:

<http://www.open-oregon.com/wp-content/uploads/2010/06/publicMEETINGSreader.pdf>

**Future agenda items**

Sept. 18th meeting agenda item: For next meeting, have Scott give an overview of all the work Travel Oregon does to promote bikeways

Sept. 18th meeting: Discussion and approval of subcommittee recommendation on when and if to accept new applications and sustaining the existing bikeways and program as a whole.

Future Meeting agenda item: Ask ODOT or OBPAC do a presentation on the Bike/Ped Plan and where it connects to bikeways and economic development

**Adoption of January minutes**

Moved to accept by Natalie, seconded by Bonnie, Motion approved

**Public Comment:** None

**Committee Member Agreement**

Member agreement was distributed and signed by each member. The agreement reflects edits and suggested clarifications from the committee that were discussed at the January meeting.

**Updates presented by Alex**

February Commission meeting: OPRD commission voted to designate the Crooked River Canyon Bikeway. Alison Graves, current committee member, Jay Graves, former commission chair and Steve Schulz, Cycle Oregon director spoke during public comment on the bikeways economic and other benefits to small communities.

Committee Members riding bikeway events: all event rides are posted on the Oregon Scenic Bikeways website, the first one coming up is the Grande Tour. It’s a good way for members to interact with proponents. OPRD will pay expenses such as lodging and mileage if committee members are going on committee business.

Willamette Valley Bikeway: Committee had indicated a desire to reroute the Willamette Valley Scenic Bikeway over the Minto Island Bridge. Alex attended several master planning meetings and spoke directly to city staff to ask if this was possible. The City of Salem planning staff didn’t want the reroute now, but would look at it again in another year. The problem is that the bridge and park is already crowded and congested.

Alex is going to approach ODOT about moving the bikeway to the off-road paved pathway that runs along highway 34 on the WV bikeway.

**Five Year Reviews**

The goal for attendance is for several committee members to attend each five year review. Ideally, a core group of individuals who can attend most of the rides and share what they found to the full committee and are able to compare the rides.

**Ten Year Anniversary presented by Bonnie**

Bonnie presented the draft of the ten year anniversary info page.

Alex: Very excited for Bonnie and Alison’s work on the ten year anniversary. We are the first and still the only state designated scenic bikeway program and it is worth celebrating.

Scott: Need to think of about audience for each piece. Need to figure what is needed. Is it a one pager and a report? Need a little bit of strategy on what is needed, not a full marketing plan.

Bonnie: It’s meant for an internal audience, we probably need an external discussion of whether we want a public facing campaign, this is more industry facing.

Bonnie: Ultimately this program is OPRD’s. The decision about going forward is ultimately the Department’s.

Alex: will vet the documents/products with the OPRD marketing department and work with Travel Oregon to decide who will do which piece. The celebratory piece could be used in many ways including at the national tourism conference.

Natalie: We need to identify all the marketing pieces we need, and then identify who can accomplish what. We can capture this in the strategic plan.

Michael: suggested using the report and/or one pager for proponents to send to the road jurisdictions as part of the annual review. It would be really helpful for our partners, city councils, and county commissions to read about the program.

Bonnie: Now that the program is approaching ten years, it would be important to track the metrics of the program. Which components are most symbolic and important?

**Travel Oregon Update – Scott Bricker**

New brochure/maps are completed, the layout has been updated.

Bonnie: This is a really tangible benefit for both bikeways and OPRD, it’s a great representation for this program.

Scott: Travel Oregon website was relaunched, and is still being tweaked. There is a strong cycling section, meant to be inspirational, and we then pass them to places where they can get the information. There is a scenic bikeway landing page with all the information present. Travel Oregon is creating a bikeway events page. Travel Oregon has been a point based system for ammenties to show on the map, but it will be a multi-point system that can highlight surrounding features such as bike friendly businesses within a certain mileage from the route instead of just at either end.

Alex: We need to be able to remove businesses that are no longer bike friendly due to sale of the business or due to closing business. If we do no not it could hurt the program. A simple way to say yes we are bike friendly every year would be good.

Scott: The Travel Oregon website will show bike friendly businesses along the route and bike friendly businesses. They would also be on Ride With GPS, though it is still under development.

Possibly view this before the proponent conference in October.

Karl: Ride with GPS, I don’t know anyone who uses it. If the website is up it will have a map on it?

Liz: I feel like we have different pages with different content, but as long as they’re consistent that is fine. But if you just have a link that says Ride with GPS, if you don’t need it you won’t click on it and you won’t get the full exposure to Bike Friendly Businesses.

Action item: Alex will update the website to note that bike friendly businesses can be found on the Ride With GPS map.

**Strategic Plan**

Natalie and Lauralee presented the revised version based on committee suggestions. Members volunteered to work on particular goals and some goals were refined. See strategic plan.

Next meeting is on September 18th, 2018.

* Liz will be calling in for that meeting.

Grande Tour five year review plan

* Van pool from Salem on June 26th.
* Meet with proponent group June 27th in La Grande. June 28th morning ride or meeting. Return to Salem. Alex will update the invite to reflect June 28th return.

Meeting adjourned at 2:33 PM