**Scenic Bikeway Committee Meeting Minutes**

March 27, 2019

10:00 AM – 2:00 PM

Oregon Parks and Recreation Dept.

725 Summer St. NE Room 124A

Salem, OR 97301

**Participating**

**Committee**: Richard Meyers, Bonnie Lippitt, Karl Maxon, Alison Graves, Sandra Hikari, Brian Worley, Natalie Inouye, Del Scharffenberg, Liz Rickles (phone), Elliott Crowder (phone)

**OPRD Staff:** Kitty Weisman, Jan Hunt, Jodi Bellefeuille, Daniel Killam & Carrie Lovellette

**List of Follow-Up Actions from this Meeting**

Immediate Meeting Follow-Up

1. Kitty will send Committee link to Recreation Summit in Bend, OR
2. Kitty will send link from Sandra to rest of Committee to provide edits for ODOT’s bike safety guide and vehicle guide to bikes, and will provide a short description and link about the SBW program for the bike safety guide
3. Kitty will add two Covered Bridges events to list of SBW events for Anniversary celebration handout (and update website): Bikes to Blooms May 11 and Mayor’s Ride June 15
4. Kitty will put minutes from September 2018 and this meeting on Basecamp
5. Kitty will update Committee list with cell phones and Richard as continuing chair
6. Kitty will send meeting rules, new member orientation info, and new member forms to Elliott and Del
7. Kitty will add link to ODOT’s Bike Etiquette and Bike/Car Safety Manuals to Scenic Bikeways Website

Anniversary Celebration Prep - ASAP

1. Press Release for May 3rd 10th Anniversary celebration at Capitol Galleria – Kitty will work with OPRD Communications - Matt Noble) (and Travel Oregon if possible, in short time frame) to develop draft press release. Alison and Bonnie can help review it. Emphasize partnership aspects and community economic development benefits.
2. Kitty will write up talking points and FAQ about SBW program
3. Kitty will mention Willamette as first SBW in: talking points, FAQ’s, press release
4. Alison will reach out to May 3rd VIP’s (John Blackwell and Jonathan Nicholas) to confirm participation
5. Kitty will reach out to Kristin Dahl at Travel Oregon and Lisa Sumption to confirm they are speaking. She will also work with Lisa Sumption to reach out to Todd Davidson, CEO of Travel Oregon and Director of Cycle Oregon)
6. Kitty and Alison will use talking points to coach speakers for May 3
7. Kitty will work with Brian to attend Association of Oregon County Day – April 8 for the purpose of encouraging counties to pass resolutions for 10th Anniversary
8. Kitty will explore presenting to OBPAC (in process -sent email to Elliott)
9. Kitty will use ListServ to invite Proponents and others to May 3 event – ask Proponents to bring (or send) things they want to display or give away
10. Kitty will use Twitter to market May 3 event
11. Kitty will work with OPRD Communications (Traci Nguyen) to create stickers, thank you cards, giveaways all with new logo for May 3
12. Kitty will prepare Legislator package of sticker, thank you card, and one page program highlights – HOW DO WE USE THESE? NEED GUIDANCE
13. Kitty will share stickers with Willamette Proponents, communities, Willamette Valley Visitor’s Association, Chamber of Commerce/businesses for their 10th Anniversary celebration
14. Liz will send email to Proponents to ask for volunteers to provide photo and quote of how SBW’s impacted them – for use on posters (to be prepared by OPRD?) for May 3
15. Kitty will work with Holly Emery to order a large sheet cake for May 3 (bring enough plates, forks, napkins)
16. Kitty will ask Travel Oregon for any giveways they may have (socks? Patches?
17. Kitty will update list of SBW rides/events and post this to website, bring to May 3 event, etc. – how to get word out to other agencies? Send Sandra email, involve Katie Gauthier
18. Kitty or a SBW Committee member will be at the start of the Monster Cookie metric century ride on April 28 to set up a table to promote the 10th Anniversary (in process – Kitty sent email to Elliott since she can’t get hold of anyone with Salem Bicycle Club)

Proponent Outreach - ASAP

1. Kitty will mail proponents draft resolution language and encourage them to consider similar resolutions supporting their Scenic Bikeways
2. Natalie/Kitty will ask proponents for upcoming SBW rides/events, as well as ask them for ride calendar links and to market their rides with their Destination Marketing Organizations (in process)
3. Share press release, talking points and FAQ about SBW program with Proponents and especially Willamette Valley communities
4. Kitty will explore creating a Proponent’s Resource Page using Basecamp or some other similar sharing tool (this may need to wait until after May 3 event)

Back Burner – next few months

1. Kitty will work on Strategic/Action Plan and cross check it with last Goals/Actions document that had committee assignments (Alison emailed to Kitty)
2. Kitty will reach out to venue and Condon Hotel in Fossil re: rescheduling Proponent’s Conference – looking at second Friday in October. Ask Proponents about dates/timing and events in the area (State Trails Summit is October 3-4 so not those dates)
3. Kitty will follow up with Governor’s Conference on Tourism Award committee to find out more about how awards are selected and what to emphasize if we re-apply
4. Kitty will find out more about other possible award opportunities including Travel Oregon
5. Kitty will scan media articles for website

**Welcome**

* Everyone introduced themselves – new Committee members include Del Scharffenberg representing Oregon Recreation Trails Advisory Council (ORTAC), and Elliott Crowder representing Oregon Bicycle & Pedestrian Advisory Committee
* Kitty Weisman introduced herself as the new ORPD Scenic Bikeways & Scenic Waterways Coordinator

**NEWS AND UPDATES**

* Sexual harassment training requirement - State employees and volunteers must take this training. OPRD exploring how to train the Committee as a group.
* 10th Anniversary Celebration at Capitol Friday May 3 – Alison & Natalie planning this event with OPRD to include speakers, cake, giveaways, new Scenic Bikeways banner and new map. We also have new 10th Anniversary logo.
* Cycle Oregon grant ($2,500) – to support 10th Anniversary celebration activities; can be used to purchase marketing materials and giveaways.
* Scenic Bikeways Joint Resolution to House and Senate – designating Scenic Bikeways Week
* ***Committee voted unanimously to seek amendment to proposed Joint Resolution that May 12 -18 be declared Scenic Bikeways Week***

**SCENIC BIKEWAY PROGRAM BACKGROUND & SHARING**

* ***Committee voted unanimously to approve September meeting minutes***
* ***Committee voted unanimously to continue Richard Meyers as Committee Chair through February 2021 (two-year term)***
* Update on ODOTs Bike/Car Safety Handbooks (Sandra) – ODOT’s bike etiquette manual has been published. Next time it’s printed we want to include link for Scenic Bikeways Program. Bike/Car safety manual drafts are being finalized and can be shared soon and we can include SBW link in those.
* Discussed how to collect and share Scenic Bikeways rides/events and event calendars
* OPRD with Sandra’s help submitted the Scenic Bikeways Program for three different Travel Oregon awards – we did not get selected, but we did receive the Gene Theo award in 2012. We will submit again next year.
* Discussed rescheduling the 2019 Proponents Conference for same dates and location (second Friday in October in Fossil, OR). Committee agreed to consider same date and location as last year’s cancelled conference, but seek Proponent input before finalizing dates/location.
* Discussed Committee rides and 5-year reviews. Committee decided to table this discussion for when we discuss the Strategic Plan.

**10th ANNIVERSARY – BRAINSTORMING & DISCUSSION**

* Discussed planning needed for celebrating the Scenic Bikeways Program’s 10th Anniversary May 3rd at Capitol Galleria and April 28 at Monster Cookie Metric Century Ride (to celebrate Willamette Valley Scenic Bikeway’s 10th Anniversary). Discussed tabling resources, outreach, speakers, new stickers, etc. Agreed on priority follow-up actions to support these and future anniversary celebrations.

**2019 STRATEGIC PLANNING DISCUSSION**

* Discussed status of draft Strategic Plan. There is a Strategic Planning Sub-Committee that met in July to work on the draft. There is a need to review the April Committee Meeting minutes and the draft Strategic Plan, and revise the draft for a future Committee discussion. Need to reach out to Doug Parrow to get his input. Need to re-create the draft Strategic Plan so that it’s action-oriented, succinct, and clear. Goal to keep the plan simple and achievable. Idea to save draft in “track changes” mode as a PDF file for discussion purposes.
* Discussed Goal 5 of Strategic Plan – is the Scenic Bikeways system completed? How should we address new proposals? There is a concern about sustaining the bikeways we currently support. Agreed that we shouldn’t stop growing the Scenic Bikeways system, but it can be strategic and paced.
* Discussed possibility of re-packaging the existing Scenic Bikeways to appeal to different types of riders

**Meeting Adjourned at 2pm**