

## **2019 Kalamazoo Bike Week (May 11-18, 2019)**

### **Planning Session Summary**

Meeting held 4pm-5pm; July 19, 2018

Kalamazoo Parks & Recreation Conference Room

#### **Participants**

Ashton Anthony - Kalamazoo Parks & Recreation  
Paul Banner - Friends of KRVT  
Kathryn Bergeron - Oshtemo Branch, Kal. Public Library  
Thom Brennan - Kalamazoo Bicycle Club  
Christy Klien - Portage District Library  
Emily Kobza - Communities in Schools of Kalamazoo  
Dan McGlenn - KriesEnderle  
Renee Mitchell - Kalamazoo Bicycle Club  
Paul Runnels - Open Roads Bicycle Program  
Ed Sackley - Gear Geezers, Portage Bicycle Advisory Cmte  
Paul Selden - Bike Friendly Kalamazoo  
Jill Sell - Kalamazoo County Parks & Recreation  
Bob Strader - Portage Senior Center Bicycle Club  
David Warwick - Outgoing KBW Co-Chair; Envirologic  
Mary Jo Warwick - Outgoing KBW Co-Chair  
Donna Whitcomb - AMBUCS

#### **Introduction**

Paul Selden chaired the meeting, opening with welcomes and introductions. He reviewed three goals of the meeting: a) confirm previous “anchor” events; b) brainstorm new events; and, c) plan going forward. Selden stated that important meeting content and participant input would be relayed in the form of updated plans and summaries more than in formal minutes. As plans take shape, they will be revised accordingly and kept up to date as possible. (This session summary is an example of that format.)

#### **KBW’s Historical Purpose & Organizer’s Role** (Confirmed by David & Mary Jo Warwick)

Kalamazoo Bike Week - promote bicycling and its many benefits by promoting events primarily organized & led by individuals/organizations other than the Organizer

Organizer’s Role - stimulates ideas & event organization; maintains website; central media releases; some public appearances; facilitates general KBW committee meetings

KBW Committee’s Role - stimulate & advise each other/organizer on ideas; mutual coordination

#### **Carryover & Potential New\* Date-Specific “Anchor” Events for KBW 2019 Offered at this Meeting**

Saturday, May 11, 2019

Kal-Haven Trail-Blazer

Sunday, May 12, 2019

Family-Oriented Ride, Title Not Yet Confirmed

Monday, May 13, 2019

Monday Morning Cruisers - Bob Strader (?) / Larry Stehouwer (?)

KBC Monday Club Ride w/ KBW Table\*

Tuesday, May 14, 2019

KBC Open Meeting

KBC Tuesday Night Road Ride\*

Wednesday, May 15, 2019

Community Forum

Ride of Silence

KBC Wednesday Night Road Ride\*

Thursday, May 16, 2019

Friday, May 17, 2019

KBC Friday Women’s Road Ride

Saturday, May 18, 2019

Family Fun Day\*

Open Roads Bike-A-Palooza

Sunday, May 19, 2019 (?)

## Notes, Reminders:

Not all event organizers from 2018 have confirmed their past events, but may soon.

\* Denotes placeholders for new events; details to be firmed up / subject to change

## **KBW 2018 Events Not Yet Confirmed for 2019 (Days per 2018 Calendar)**

Thursday prior to KBW - Kalamazoo Bicycle Club - Bike Camp Orientation Meeting

First Saturday - Bicycle Safety Adventure; Community Ride and Relaxation; Mayors' Ride(?)

Tuesday - Tuesday Night Chain Gang Group Ride; Tuesday Evening PEDAL Women's Ride

Thursday - PEDAL Group Ride

Friday - National Ride Your Bike To Work Day; Pedal and Stretch: Yoga for Cyclists (2 sessions)

Saturday/Sunday - Mayors' Ride(?)

## **Ideas For New Events (Dates/organizers/specific content yet to be determined)**

Bike promotions to community service clubs (Rotary, Lions, Optimists, etc.)

Bike to work promotions

Decorated bike parade

Bicycle art (grade school) & awards

Bike rodeos and safety training for elementary schools

Bike slam (?) - once site (Arcadia, City Park) - Bike Corral - Vendors - Kid Safety Event

Bike Friendly Day - bike corral in Kalamazoo, Portage, etc. - encourage families to bike to city centers

Women's rides: mountain bike, road, trail ("Cyclo-Femme")

Mayor's Ride(s?) - City to City; other municipalities

Guinness world record attempt: most moving bikes in a line / most stationary bikes in a line

Business / commuter ride challenge

Radio / TV spots & Interviews

"Bike to nature" rides (park ranger, biologist naturalist led)

Vicksburg Quilt Trail Ride

Offer a "30 Minute Intro" / "Jiffy Lesson" Training/Intro to each type of riding at key events: mountain bike, road riding, triathlon riding, recumbent

Child / Family oriented Ride ("Kidical")

Community "All Bike Club" orientation event to public about who clubs are; sign up members

Multiple community leaders rides - same day?

Municipal proclamations

Business media release - who endorses/encourages?

KBW Brochure / Poster

Release a bike map of area during Bike Week

Author Visit

Historic Bike Tours (similar to Gazelle's Walking Tours, but on bikes)

Author Visit

Re(bi)cycle - art display using parts of old bikes

Bike movie shorts

Portage-Kalamazoo City-to-City Mayors' Ride - confirm dates/pm ride? - last Saturday is crowded

Portage Eliason nature center event (either at new pavilion or in mid-trail clearing) - discussed with Portage Parks Director Kathleen Hoyle, 8/17/2018

Portage Celery Flats event - expanded parking and pavilion w/ inclement weather options

Neighborhood bike events in neighborhoods that don't usually have bike events (Edison, Eastside, Northside) geared to families (maybe helmet fittings with raffles for helmets?)

Bike Safety "class" / "workshop" for school-age children/youth (teaching laws/rules of the road); sponsor to provide safety items to kids e.g., bell, reflector

Helmet fitting for school-age children; sponsor to provide X helmets to give to kids without a helmet

Bike art hop event / Art Hop - bike focused

Promote bike to work day

Mountain bike events - skills, ride, race

Family Bike Fest

## **Parking Lot**

Can combine more than one idea for new events to accomplish multiple goal at once. Examples:

- Bike art prize(s) awarded during another event or venue, with city's / county's agreeing to use
- Movies (videos) of each type of bicycling during each bike group's presentations at all-community meet and greet
- Follow Mayors' City to City Ride with a Mayors' unveiling of bike art (and still hold the unveiling indoors if the weather is too bad to do the ride)
- Register childrens'/family rides and business bike-to-work rides on "Kidical" and "Bike Commuter Ride Challenge" type of web sites to get each more national recognition
- Get the Bike Friendly Community, Bike Friendly University and Bike Friendly Business awardees & prospective applicants in the loop on KBW 2019 so they can explain to their organizations more about their possible involvement

Name of Kalamazoo Bike Week?

Kalamazoo Bike Week; Greater Kalamazoo Bike Week; Kalamazoo Area Bike Week; Kalamazoo Valley Bike Week; Kalamazoo Region Bike Week; Community Bike Week

List potential sponsors

Principles for Including in KBW

KBW Organizer Publicity Responsibilities

Make Available KBW Yard Signs to Posted Event Organizers

Media Release Prior to Bike Week

Daily Media Release During Bike Week

Posting Events to Calendar

Basic Event Organizer Publicity Responsibilities

Post KBW Yard Signs at KBW Events / Return Yard Sign to BFK After KBW

Post event description to own website

Conduct event email, media releases, event notifications to your "house lists"

Finding who can take the lead on any of these ideas will be important before end of year.

## Plan Going Forward / Next Steps

KBW Committee Meetings Schedule/Goals [Locations: City of Kalamazoo Parks & Rec Building except October 18, when it will be held at the Portage District Library, Austin Lake Room]

2018-3<sup>rd</sup> Thursdays, 4-5pm (solidify calendar, leaving room for unforeseen opportunities)

**August 16:** Finalize carryover "anchor events/primary contacts;" Narrow down new events

**September 20:** Agreement on new events to extent possible

**October 18:** Brainstorm, begin to outline promotional / media plans

2019-Dates TBD in October based on need (events are responsibility of event organizers, hence may be less need for meetings of the full organizing committee).

KBW Institutional Organization - David and Mary Jo Warwick officiated a vote to decide what community organization would be responsible for Kalamazoo Bike Week going forward. Bike Friendly Kalamazoo\* was selected to be that organization, with no dissenting votes. Participants in KBW 2019 organizing meetings will be relied on for input and will be considered to be members of this committee, whose historical role is not expected to change. The Warwicks kindly volunteered to facilitate leadership transition and continue to share their input (during which time some "fits and starts" may occur).

\*Bike Friendly Kalamazoo recently became a Michigan non-profit corporation.

**IMPORTANT: League of American Bicyclists' Bike Friendly Community, Bike Friendly Business and Bike Friendly University award holders. Many of these events may serve as items on your award applications. Please let us know the best contact for your organization; we will keep you posted as to KBW committee plans and invite your active participation!**

Summary prepared by Paul Selden. Corrections, additions and suggestions are welcome!

*Thanks for participating, thanks to Kalamazoo Parks & Recreation for providing these facilities and thanks to David and Mary Jo Warwick for leading KBW for so many years!*

6	7	8	9	10	11	12
				6:30p Kalamazoo Bicycle Club - Bike Camp Orientation Meeting		7a Trailblazer 2018 Ride 10a Bicycle Safety Adventure 12p Community Ride & Relaxation
13	14	15	16	17	18	19
2p Triple T - tandems, trailers & tag-a-longs Ride	9a Monday Morning Cruisers  9a Kalamazoo River Valley Trail - Downtown Connector Grand Opening Bike Ride  6:15p Kalamazoo Bicycle Club - Monday Night Ride	5:45p Tuesday Night Chain Gang Group Ride  6:15p Tuesday Evening Pedal Women's Ride (PWR)	4p Local Bicycling Developments - 2018 & Beyond  6:30p Ride of Silence	6:15p PEDAL Group Ride	7a National Ride Your Bike to Work Day  9:30a Friday Morning Women's Ride  12p Pedal & Stretch: Yoga for Cyclists at Down Dog Yoga Center  5:30p Pedal & Stretch: Yoga for Cyclists at Down Dog Yoga Center	9a Mayors' City to City Ride  6p Open Roads' 5th Annual Bike- a-Palooza

Kalamazoo Bike Week 2013 Ideas

Scavenger Hunt on KVRT or other area – family/kids	Bike tag (lasers, color-run type powder)
Road Rally	The Biking Games – Obstacle course, dressing in bike gear, chamois queens,
Bike safety checks	
Helmet checks	Re(bi)cycle –Art display using parts of old bikes for art (i.e. frame, rims) – judges
Chain Gang/Bike Brigade (Trail clean-up)	
Bike dance	Best cycling tips (food, post-ride activity, laundry, commuting)
Strut Your Spandex Competition/photos	Info on bike rides and tips for training (Kal-Tour, DALMAC)
Bike fashion show	Employer tips to encourage riding
Spandex fashion show/Helmets	"What Winter Weight?" Tips for staying in shape in the winter
Art Hop	Kal-Tour training groups
Bikes and books	Bike buddy (mentors for beginning riders)
Extreme bikes	Trivia contest
BMX/Trick bikes/Unicycle exhibition at Upjohn Park	Bikes as art displayed throughout the city (taxis, cows)
Breakfast and bikes	"Those Damn Bike Riders!" Cyclist/Driver Forum (How Can We Share the Road?)
Kids' Bike parades in neighborhoods	
Author visit <i>Med Wedd? - local</i>	Progressive Bike Event
Bike film fest	High Heel Bike Race
Tour de Zoo (odd race or Lynn Houghton type ride)	Kzoo and Portage proclamations
Open Roads presentation and graduate speakers	Bike Boot camp
<i>Cycling Minute - Radio</i>	<i>Historic Bicycle Tours (Hogelle)</i>
<i>Helmet Decorating</i>	<i>BMX / Mtn Biking / Tri</i>