

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

Planning Session Summary

Meeting held 4pm-5pm; October 25, 2018

Portage District Library

Participants

Paul Banner - Friends of KRVT
Thom Brennan - Kalamazoo Bicycle Club
Erin Denay - Open Roads Bicycle Program
Christy Klien - Portage District Library
Emily Kobza - Communities In Schools
Megan Mickelson - Kalamazoo Area Transportation Study
Peggy Napier - City of Portage / Kal Inst. Arts
Jim Ratliff - Kalamazoo Valley Community College
Paul Runnels - Open Roads Bicycle Program
Ed Sackley - Gear Geezers, Portage Bicycle Advisory Cmte
Paul Selden - Bike Friendly Kalamazoo
Corey Stamps - City of Kalamazoo
Bob Strader - Portage Senior Center Bicycle Club
Dalexius Walker - Office of Senator Margaret O'Brien
Paul Wells - Kalamazoo Bicycle Club
Donna Whitcomb - AMBUCS

Meeting Goals

- 1) Obtain feedback on event registration form
- 2) Share input on general principles for including events on online KBW 2019 calendar
- 3) Brainstorm and outline promotional / media plans
- 4) Address "parking lot" items

Event Registration Form: Input Received

Close as-is

March 31, 2019 deadline is reasonable; may even be too late if brochures, etc. are needed

Waiver/release at bottom is reasonable

Revise "Sponsor" item on form to be broader, include Organizer/Host/Etc.

A revised form will be posted on the bike week web site for convenient download asap after final review/approval by BFK's attorney/board, etc. (realistically, in/by January 2019)

Consider putting a donation to defray Bike Week expenses on registration form (e.g., \$25, \$50, \$100)

General principles for including events

Keep decision to include items, or not, simple

Events must align with values for making community bike friendly; can always get input from others/group on whether to include and item or not; no political ties or hate groups; must ultimately be BFK's final decision

Options for Media / Publicity (per available time/budget)

BFK

- Conduct event email / media releases
- Facebook and website updates
- Media Release Prior to Bike Week
- Daily Media Release During Bike Week
- Brochure
- Poster
- Make Available KBW "Event" Yard Signs to Posted Event Organizers
- Decide on a hashtag for social media so any Bike Week events can use it (it's a good community-building component for younger generations)
- May create more generic KBW Yard Signs (w/o "Event" for use by bicycling advocates, supporters)
- Will make KBW logo available for use on approved organizer's materials
- Other ideas: window clings, notecards, magnets, imprinted safety vests, apparel, etc.

KBW Individual Event Organizers

- Complete and submit KBW event form / application
- Post event description to own website
- Posting Events to Calendar
- Publicize to your "house lists"
- Post KBW Event Yard Signs at KBW Events / Return Yard Sign to BFK After KBW

- Distribute KBW Brochures and Posters (if available) well in advance of Bike Week (at least a month)
- Use KBW logo on event websites, brochures

Parking Lot

Potential financial / in-kind sponsors (ideas for potential resources)

Responsibility of individual event organizers

Consider a year-round benefits package to offer sponsors

Clearly identify how you would use the money received from sponsors

Local bike shops, sporting goods stores (Lee's, Gazelle, etc.), hospitals, physical therapy clinics, local breweries

May be able to offset costs of some KBW brochures, posters, apparel, etc., by allowing sponsor logos to appear on them

Media: in kind offerings/deals

General consensus is for KBW to place some/all of these cycling events in May on calendar

Bike to School Week

Bike to Work Week / Day

Bike Camp-KBC

Name of Kalamazoo Bike Week

Overwhelming consensus is to keep name the same in 2019 (many reasons offered, while acknowledging objections)

Will bring up subject of name for 2020, next year: ideas include Bike Week, Greater Kalamazoo Bike Week; Kalamazoo Area Bike Week; Kalamazoo Valley Bike Week; Kalamazoo Region Bike Week; Community Bike Week

Can use "Bike Week" interchangeably with Kalamazoo Bike Week after KBW is first mentioned, to make it sound more inclusive (keeping in mind Bike Week is sometimes used by motorcycle-centric promotions)

New Business

BFK "End of Season Event" Planning Meeting; Thurs. Nov. 15; 4-5pm; Open Roads/Riverview Dr.: many plan to attend; separate invitation will be sent (primarily to the event organizers and KBW 2019 committee participants)

Opinion Survey Results

-So far, meetings have gone very well;

-Planning for BW 2020 should not require as much time devoted to brainstorming new ideas, next year, and hence, fewer meetings may be necessary

-KBW 2019 Organizer/Chair: Paul Selden can refer to self as Organizer and/or Chair for PR purposes

-Honorary Co-Chairs: might be good to have - particulars to be decided by Paul Selden

-Announcement of Southwest Michigan Bikeway route will likely will be part of Kalamazoo Bike Week; those present favored of "oval" sign vs. "rectangular" sign for signing Southwest Michigan Bikeway (by large majority).

Closing Comments

Paul Selden thanked all KBW 2019 organizers and committee participants for their contributions, including sharing their time with the group. He felt that through the discussions a sense of bonding and community has been built, which contributes to a positive sense of place making.

For future reference, at least two key documents related to Bike Week ideas, resources and directories will be stored on Bike Friendly Kalamazoo's website. Links will be posted to facilitate easy access. In the meantime, click on [sortable list of Bike Week ideas](#) and [KBW planning session summary](#) from September 2018 (also contains a directory of planners willing to be contacted for further discussion).

This summary prepared by Paul Selden, KBW 2019 Organizer/Chair.

Thanks again to all KBW organizing participants for their input throughout 2018, and, thanks to the Portage District Library for providing facilities for October's meeting!