

BFK Education Committee

Meeting Notes

March 12, 2014

Present

Ethan Alexander, Open Roads & KRESA

Kyle Doster, Officer, Portage Department of Public Safety

Kevin Martini, Office for Sustainability, WMU

Renee Mitchell, Education Chair, Kalamazoo Bicycle Club

Paul Wells, Owner, Breakaway Bicycle

Notes

Topics covered included the following items. Action items follow on next page.

1. Group reviewed and approved February Minutes
2. Discussed Main Education Committee Goals for 2014
 - a. Finish bicycling educational materials to post to BFK web site begun last year
 - b. Invite group of volunteers willing to put on bike education programs, talks
 - c. Set up venues to put on bike education programs (in addition to what community is already doing)
3. Discussed BFK Logo
 - a. Reviewed Paul Guthrie's ideas
 - b. Paul and Ethan will talk to designers about a logo
4. BFK Materials: We reviewed the One page handout of educational material
 - a. Group reviewed material
 - b. How can we best disseminate this?
 - c. Department stores
 - d. Can we talk to department stores
 - e. Paul will send 1 page LMB handout
 - f. Paul Selden may be able to share these on the BFK website
5. Events: Kyle will approach Crossroads Manager and determine interest in an event.
 - a. Knog and Be Bright programs were reviewed, as resources for events
 - b. The group will look to connect with existing event
 - c. Kalamazoo Senior Center is planning on hosting an event. We could share information there.
 - d. Open Roads will have neighborhood events in 4 neighborhoods that this group could connect with.
6. Next meeting
 - a. May 14, 2014 @ 3:30 PM

ACTION Items on hold at this time. We will not be meeting in April and will resume meeting on May 14 @ 3:30 PM.

Notes prepared by Ethan Alexander, Renee Mitchell, co-facilitators