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

**Planning Session Agenda**

Meeting held 4pm-5pm; September 20, 2018

Kalamazoo Parks & Recreation Conference Room

**Participants**

Paul Banner - Friends of KRVT

Thom Brennan - Kalamazoo Bicycle Club

Erin Denay - Open Roads Bicycle Program

Emily Kobza - Communities In Schools

Daryl Hutson - Southwest Michigan Mountain Bike Ass'n

Brendan Molony - Bronson HealthCare

Roger Lepley - Consort Display Group

Jim Ratliff - Kalamazoo Valley Community College

Paul Selden - Bike Friendly Kalamazoo

Steve Sutherland - Open Roads Bicycle Program

Corey Stamps - City of Kalamazoo

Kim Swinehart - Lewis, Reed & Allen

Dalexius Walker - Michigan Senate District 20

Paul Wells - Kalamazoo Bicycle Club

Jimbob Willis - Bike Safety Advocate

**Meeting Goals**

Three goals for this meeting:

a) “vote” for ideas/announcements;

b) seek committee members for and/or adopt ownership of specific new ideas ; and,

c) plan going forward.

**Voting on Ideas For New Events** (see handout, below)

**Determining Participation in Preferred Events** (see handout, below)

**Next Steps**

Determining:

Get input on event registration form.

Principles for including events on KBW Calendar.

Cut off dates

Disposition of Parking Lot items

Whether to place other/all cycling events in May on calendar

Bike to School Week

Bike to Work Week / Day

Bike Camp-KBC

Last KBW Planning Committee Meeting in 2018 is **October 25**; 4-5pm; Portage District Library, Austin Lake Room. Please save the date.

Goal: Get guidance on event registration form, general principles for including events on online KBW 2019 calendar, brainstorm and outline promotional / media plans

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

**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.**

*Thanks for participating and thanks to Kalamazoo Parks & Recreation for providing facilities for today!*

**REFERENCES**

**Carryover Date-Specific “Anchor” Events\* for KBW 2019**

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

Saturday, May 11, 2019

Kal-Haven Trail-Blazer

Sunday, May 12, 2019

Family-Oriented Ride, Probable Title: Tandems, Trailers & Tag-a-longs

Monday, May 13, 2019

Monday Morning Cruisers Ride

KBC Monday Club Ride

Tuesday, May 14, 2019

KBC-Sponsored Open Meeting (Possibly with other clubs, orgs)

Pedal Bicycle Women’s Road Ride

Chain Gang Group Ride

Wednesday, May 15, 2019

Community Forum

Ride of Silence

KBC Wednesday Night Road Ride\*

Thursday, May 16, 2019

Pedal Bicycle Road Ride

Friday, May 17, 2019

KBC Friday Morning Women’s Road Ride

Saturday, May 18, 2019

Family Fun Day\*

Open Roads Bike-A-Palooza

Sunday, May 19, 2019 (?)

\* Details to be firmed up / subject to change

**Events and/or Dates To Be Fully Confirmed for 2019** (Days per 2018 Calendar)

Pedal and Stretch: Yoga for Cyclists (1-2 sessions confirmed; Dates TBD)

First or Last Saturday - Community Ride and Relaxation (TBD)

First or Last Saturday - Mayors’ Ride (Organizer/Date/Time TBD)

Friday - National Ride Your Bike To Work Day (Organizer TBD)

**Directory of Individuals currently interested in connecting with other interested parties**

Cara Smith (TriKats)

TriKats - help with anything that needs help

Side note of Bike Week is for kids

Paul Wells (Kalamazoo Bicycle Club)

All bike club event (like KBC did at Boatyard last year - was that during KBW?)

Mountain bike event - promote Maple Hill Trail

Donna Whitcomb (AMBUCS)

Will contact Paul Runnels (Open Roads) about participating in Bike-A-Palooza

Roger Lepley - the “look of the event” - banner art; festive “flavor”

**Parking Lot** (resolution TBD)

BFK Publicity Responsibilities

-Conduct event email / media releases -Daily Media Release During Bike Week

-Facebook and website updates -Make Available KBW Yard Signs to Posted Event Organizers

-Media Release Prior to Bike Week -BFK Liability Limitations

KBW Individual Event Organizer Responsibilities

-Complete and submit KBW event form / application -Post event description to own website

-Posting Events to Calendar -Publicize to your “house lists” -Post KBW

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

Name of Kalamazoo Bike Week

Bike Week, Kalamazoo Bike Week; Greater Kalamazoo Bike Week; Kalamazoo Area Bike Week; Kalamazoo Valley Bike Week; Kalamazoo Region Bike Week; Community Bike Week ; other?

Potential financial / in-kind sponsors

**Handout - Voting on Ideas For New BFK 2019 Events**

**Instructions**

1. Please fill out your name, organization (if relevant) and your preferred email and phone. The KBW public contact information will be released in the next KBW planning summary to help others contact you if they have questions about your organization and/or its role in KBW.

Your Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Organization \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Public KBW Contact Email / Phone \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. Please write an “X” in the left-most underlined space to the left of any ideas that you feel would be among the very best candidates to continue to support, encourage and otherwise try to make happen! Then, go back and put an ”O” to the right of no more than 10 of those X’s to indicate your TOP 10 best candidates.

**Art**

\_\_/\_\_ ArtCrank: artcrank.com

\_\_/\_\_ Bicycle art (grade school) & awards

\_\_/\_\_ Bike art around Kalamazoo/Portage - reach out to Kalamazoo Institute of Arts and SW Mich Arts Council

\_\_/\_\_ Bike art prize(s) awarded during another event or venue, with city’s / county’s agreeing to use

\_\_/\_\_ Helmet art like snowboarders have

\_\_/\_\_ Painted bikes as fun public art - ala the painted Cow Parade in Chicago that gained international renown

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

\_\_/\_\_ Storefront public art - artists display bike-themed art in storefront windows

\_\_/\_\_ Street “Banner Art Competition” with Bike Themes

**Education/Safety**

\_\_/\_\_ “Fix a flat” Pedal or other bike shop provides info on what to do when you get a flat

\_\_/\_\_ “Pop up” bike lane or route in city of Kalamazoo on a proposed plan/route (contact Rebekah Kik?)

\_\_/\_\_ “Pop-up” protected bike lanes in Portage and Kalamazoo

\_\_/\_\_ Announce times where bike demos, quick lessons or practical bike tune-up/tire changing skills clinics will be held - Bike shops & clubs

\_\_/\_\_ Bike rodeos and safety training for elementary schools

\_\_/\_\_ 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

\_\_/\_\_ Kid Safety Event

\_\_/\_\_ Let public know about Be a Safe Cyclist brochures, SW Michigan Road & Trail Bicycle Guide

\_\_/\_\_ Let public know about safe passing distance yard sign availability

\_\_/\_\_ Neighborhood bike safety events at the public safety offices, such as Edison (helmets, bikes working safely)

\_\_/\_\_ Offer a “30 Minute Intro” / “Jiffy Lesson” Training/Intro to each type of riding at key events: mountain bike, road riding, triathlon riding, cyclo-cross recumbent

\_\_/\_\_ Remind public about safe passing laws during KBW

**Events (not categorized elsewhere)**

\_\_/\_\_ Author Visit

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

\_\_/\_\_ Bike movie shorts

\_\_/\_\_ Bike slam (?) - once site (Arcadia, City Park) - Bike Corral - Vendors -

\_\_/\_\_ Community “All Bike Club” orientation event to public about who clubs are; sign up members

\_\_/\_\_ Foundation for Kalamazoo Public Library locations

\_\_/\_\_ 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?)

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

\_\_/\_\_ Release a bike map of area during Bike Week

\_\_/\_\_ Scavenger hunt to various landmarks and the city/parks, within Kalamazoo urban core

**Guinness World Record Attempts**

\_\_/\_\_ Farthest distance bicycle wheelie in one hour

\_\_/\_\_ Fastest 10 obstacle slalom on a bicycle - blindfolded

\_\_/\_\_ Fastest 30m on a bicycle by a dog

\_\_/\_\_ Fastest time to pump up a bicycle tire

\_\_/\_\_ Longest bicycle “manual” (A "manual" is a bicycle stunt in which the rider balances on his back wheel without pedaling, on a slope no greater than a specified grade.)

\_\_/\_\_ Longest time balancing a bicycle on one’s chin

\_\_/\_\_ Most moving bikes in a line

\_\_/\_\_ Most stationary bikes in a line

**Marketing KBW (by others than BFK on behalf of Kalamazoo Bike Week)**

\_\_/\_\_ KBW Brochure / Poster Distribution

\_\_/\_\_ Maps

\_\_/\_\_ Media Releases

\_\_/\_\_ Newsletters

\_\_/\_\_ Radio / TV Interviews & Spots

\_\_/\_\_ Volunteer to give interviews - create list of spokespersons

\_\_/\_\_ Websites

\_\_/\_\_ Yard Signs

**Media**

\_\_/\_\_ Business media release - who endorses/encourages KBW?

\_\_/\_\_ Movies (videos) of each type of bicycling during each bike group’s presentations at all-community meet and greet

**Mileage-Recording Challenges / Events**

\_\_/\_\_ Business / commuter ride challenge

\_\_/\_\_ Women’s Ride (Cyclo-Femme)

**Parades**

\_\_/\_\_ Decorated bike parade

**Proclamations / Resolutions**

\_\_/\_\_ Municipal proclamations and resolutions

\_\_/\_\_ Create list of events by early/late February - communicate with cities, townships & villages for resolutions/proclamations

**Promotions**

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

\_\_/\_\_ Bike to work promotions

**Themed Rides, Rides**

\_\_/\_\_ “Bike to nature” rides (park ranger, biologist naturalist led)

\_\_/\_\_ Bike art hop event / Art Hop - bike focused

\_\_/\_\_ Child / Family oriented Ride (“Kidical”)

\_\_/\_\_ Kid fun event/ride

\_\_/\_\_ Family Bike Fest

\_\_/\_\_ Historic Bike Tours (similar to Gazelle’s Walking Tours, but on bikes, maybe between road-side monuments)

\_\_/\_\_ Mountain bike events - skills/skill development, ride, race

\_\_/\_\_ Multiple community leaders rides - same day?

\_\_/\_\_ Neighborhood - Kalamazoo/Northside/Edison/Vine /others - Rides

\_\_/\_\_ People of Color

\_\_/\_\_ 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-Kalamazoo City-to-City Mayors’ Ride - confirm dates/pm ride? - last Saturday is crowded

\_\_/\_\_ Promote bike to work day

\_\_/\_\_ Portage - close down Westnedge for two early morning hours bike rides

\_\_/\_\_ “Summer” cyclocross race / skills clinic

\_\_/\_\_ Library - ride and read

\_\_/\_\_ Supervisors-Commissioners Trustees Rides - City to City; other municipalities; universities

\_\_/\_\_ Vicksburg Quilt Trail Ride

\_\_/\_\_ Women’s rides: mountain bike, road, trail (“Cyclo-Femme”)

\_\_/\_\_ Bike to school day: May 8

**Combined Ideas**

\_\_/\_\_ 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)

\_\_/\_\_ 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

\_\_/\_\_ Idea to connect with Emily Kozba (Communities in Schools of Kalamazoo) to create bike clubs in the schools - Terry Butcher

\_\_/\_\_ Library branches aligning with CIS and City of Kalamazoo/Portage/etc. for neighborhood bike events

\_\_/\_\_ Metro Transit - bike to transit for bike trips / how to load your bike on the bus

\_\_/\_\_ 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

\_\_/\_\_ Tag along event associated with the Mayors’ Ride

\_\_/\_\_ Tory - can Team Clark Logic donate items to GMM in Schools?

3. Two of the KBW 2018 carry over events, and all ideas above may lack **confirmed** organizers, committee participants, volunteers to explore how to move the idea forward, etc. If you want to become further involved with any of these events or ideas AND/OR any of the items already on the KBW 2019 calendar, please list the ideas(s), below:

Idea Willing to: Organize / Participate / Explore (Pick one)?

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**Any other comments?**

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4. This is an “odd” numbered page - please write your name here to help keep pages together in case pages become separated: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

*Thank you for all your input!*