

# Building Bike Culture – Brainstorming Meeting Notes

February 16, 2026; In-Person and via Zoom

## Purpose

Brainstorm ways to increase bicycling (in all its forms) and encourage participation in the events and activities offered by area bike shops and organizations.

Use these ideas as you see best! If you add the list and want to share your ideas, please email them to [communications@bikefriendlykalamazoo.org](mailto:communications@bikefriendlykalamazoo.org) / share them as you see best.

### 1. Ideas for Themes / Topics

- Bike Lane Awareness
- More Than Just A Cyclist
- E-Bike Integration in Bicycling Community
- Event Posts
- Critical Mass: once a month bike ride/bike parade (unique bikes, costumes, etc.)
- Athletic
- Motivational
- Health/Fitness/Lifestyle
- Community Building
- Encourage Bicycle Commuting
- Safer Commuting in Kalamazoo
- Youth Outreach
- 'Slow Roll' Rides: easy-going rides focused more on the social aspects of riding

### 2. How to Communicate the Themes

- Bulletin Boards (Coffee shops, grocery stores, bookstores, breweries, etc.)
- TikTok
- Instagram / Facebook
- Kalamazoo Reddit
- Chili Cats: younger riders
- Bent9 Yoga
- Liking/Sharing Other Organizations' Social Media
- Collaborative Organizations / Websites

### 3. Like, Follow & Share Posts Social Media Handles (Facebook and Instagram)

@vineyardclassic	@team_athleticmentors	@bikefriendlykalamazoo
@knightsbikeshop	@TriKats	@kalamazoobikeweek
@openroadsbike	@Ivanmkheidze	@fallbikecelebration

### 4. Ideas For Next Steps

- **Email** [shop@openroadsbike.org](mailto:shop@openroadsbike.org) information / events that Open Roads could share on their website or social media
- **Email** [communications@bikefriendlykalamazoo.org](mailto:communications@bikefriendlykalamazoo.org) information / events for Bike Friendly Kalamazoo to share on social media or on their website
- **Reach out to Chili Cats** for potential collaboration
- **Create** sanctioned USAC races
- Work to **create** and **support commuters**

## Participants

Collin Banner- Bike Friendly Kalamazoo; Deborah Droppers- KELC; Shawn Faynik- Knight's Bike Shop; Ryan Gilmore- Open Roads Bike Program; Cricket Howard- Athletic Mentors; Terry Hutchins- Bike Friendly Kalamazoo; Ivane Mkheidze- Bike Friendly Kalamazoo; Paul Selden- Bike Friendly Kalamazoo Thanks to Deb Droppers for hosting!