

**Coosa Valley Regional  
Bicycle and Pedestrian Task Force  
January 5, 2006, Minutes**

**Attending:** Bill Moll, Linda Jennings, Jim Powell, Mark Lamade, Patrick Clarey, Peggy Moore, David Kenemer, Tim Jones, Joe Anderson, Joseph Davidson, Kurt Eichenberger, Diane Smith, Peter Cervelli, Sheri Henshaw, Kurt Eichenberger, David Howerin, Eric Lindberg

**Minutes:**

The Minutes of the December 1 meeting were approved as distributed.

**Safe Routes to School:**

Peggy Moore reported that the full-time Safe Routes to School person for Georgia appointed yet. She had determined that the primary originator of the Safe Routes to School material was Marin County in California. Peggy was meeting with Fred Boykin (Decatur, GA) on January 20 to arrange for him to speak to the Task Force on the Safe Routes to School pilot in DeKalb County. She will also contact Amy Goodwin, the Georgia Bicycle Coordinator, to determine the deadlines for Safe Routes to School proposals.

**Bike Route Map:**

The task force discussed the proposed upgraded bike map for distribution at the Tour de Georgia expos in Rome and Chickamauga on April 19 and 20. Suggestions included:

- Sell advertising for the back – this was delayed for a later version of the map
- Get contact information from persons receiving a copy of the map
- Include additional information on the back about scheduled bike rides, heritage walks, hiking trails, etc.-
  - Bartow & Red Top Mtn – Sheri Henshaw
  - Polk – Joe Anderson
  - Chattooga – Bill Moll
  - Walker – Jim Powell
  - Pinhoti and Sims Mtn – Mark Lamade
  - Cloudland Canyon – Peter Cervelli
  - Catoosa – Jim Powell
  - Lake Allatoona & Cartersville – Tim Jones

A simulation of the folded map by Patrick Clarey illustrated that there was a limited amount of space available.

David Kenemer emphasized the need to give the RDC graphics staff as much time as possible to create the map and to have specific individuals responsible for approving the final product.

**Tour de Georgia Table Report:**

Sheri Henshaw volunteered to check on space at the Georgia power tent. Diane Smith will check on space at the health department tent.

**Develop the Message:**

Mark Lamade and Diane Smith presented the results of their logo/name work. The attached Appendix contains some of the options presented.

The name Bike! Walk! NWGA was preferred. However, several members felt that no one outside of NWGA would know what NWGA meant. It was moved, seconded and approved to use Bike! Walk! Northwest Georgia as the "doing business as" name for the Task Force.

The group reviewed the four options for a logo. Options suggested included:

- Changing "Yield" to "Share"
- Leaving of "Share"
- Using the slogan "For the Health of It" on the logo
- Separating the biker and walker
- keep the border outline

Diane will have the revised alternatives ready for the February meeting.

Diane presented two alternatives for the longer message text. The preferred one was from the Bike Vermont web site. Diane will check with them to see if they would approve our using the same text.

**Adjournment:**

With no other topics, the meeting was adjourned.

The Bike Route Map Committee met for about 15 minutes to work out more details and tasks for the February meeting.

Appendix – Materials presented for Develop the Message Report

**Names:**

Bike Walk NWGA  
Bike! Walk! NWGA  
NWGA – Alternatives in Transportation  
NWGA Bike/Ped Advisory Committee

**Message:**

[alternative 1]

Advocates for better bicycling and pedestrian opportunities:  
In our towns, on our roads, on trails, paths and sidewalks  
To our schools, for our kids and for our safety  
For our environment and for our health  
For transportation and for fun.

[alternative 2- Vermont Bikes]

\*(Your voice for) better hiking and walking in NWGA  
In our towns \* on our roads \* trails & paths \*to our  
schools \*for our health \* for fun \* for our safety \*  
For our kids \* for cleaner air \* for all of us\*

[alternative 3]

\* Biking and walking for the health of it!

[alternative 4]

\* Bikeable and walkable NWGA: for the health of it!

[alternative 5]

\*Working toward a Bike & Fed friendly NWGA

[alternative 6]

\*Working toward a Bicycle and Pedestrian friendly NWGA

Logos

