

Bike! Walk! Northwest Georgia
December 6, 2007
Minutes

Attending: Bill Moll, David Kenemer, Joe Anderson, Dean Clemmer, Peter Cervelli, Joey Davidson, Sheri Henshaw, Gail Priest, Fred Wagner, John Johnston, David Howerin

Minutes: The minutes of the November meeting were approved as submitted.

Safe Routes to School (SR2S) – David Kenemer (for Julie Meadows)

- Julie has considered various training options and decided to do two workshops for kids – about 60 per workshop
- Phil Pugliese, who did a similar workshop in Chattanooga this summer, will be contracted for the workshops
- John Johnston suggested incorporating parts of the Boy Scout bicycle merit badge
- The group approved having the workshops

Sprinkle Spring Workshop Proposal – David Kenemer

- David attended a workshop in Atlanta last week on pedestrian facility planning, for which there was a waiting list.
- Amy Goodwin was enthusiastic about Sprinkle doing a bicycling facility planning workshop.
- The group approved going ahead with the Sprinkle workshop for the spring.

Regional Bike Route Signage – Bill Moll

- The signs have arrived and are at the District 6 storage facility in Cartersville
- The signs will be distributed starting in January
- A local person on the task force will be in charge of tracking progress and getting feedback and questions from the local road department.
- The revised map details will be on the website by December 31.
- The routes will also have the DeLorme GPS file on the website, plus others as they are translated or created
- Strip maps will also be created in the first quarter 2008

Marketing Plan – David Kenemer

- LaShaun Solomon, a Berry College senior, will be the marketing intern.
- Based on references and the interview, she will move into action quickly. It is up to us to make sure that she moves in a direction that we want. Currently, our direction is quite abstract.
- David will take LaShaun on a familiarization tour of the area on January 14 and 15.
- After considerable discussion, the tentative plan is for her to concentrate on Bike/Walk to Work/School day on Friday, May 16
- Each participating locale will have its own local coordinator
- This has become quite successful in the Atlanta area, with participation by many local mayors and Council members

Other Business

- David passed out flyers for the Appalachian Regional Commission Conference on Renewable Energy & Energy Efficient Technologies to be held in Rome on January 23-25, 2008.
- Sheri Henshaw talked about the Bartow Tourism interest in Geocaching and orienteering and asked if other areas had received inquiries
- Several people commented that local government insurance coverage now considered the physical fitness of the employees as a pricing factor

Next meeting: January 3, 2008