



Date: 01/14/2009

Present: Tom Maunder, Tina Panza, Marvin Rogoff, Marsha Rozell, Shirlee Stiles, Andrew Nelson (Trek), Julia Gonzales, Chris Bekins, Steve Schmitz, Tim Nielsen

TOPIC	DISCUSSION	ACTION/ BY WHOM/BY WHEN/FOLLOW-UP
Introductions and Announcements	<p>Marsha announced a \$1,500 enforcement grant from SKWW</p> <p>Julia G. introduced Shirlee Stiles – 50% FTE Safe Routes to School</p> <p>Chris introduced Eric’s story and showed his helmet – Julia wants to blow up the story on coroplast and use it at the AMGEN Tour . Chris also needs volunteers to work the AMGEN Tour contact her via email.</p>	<p>Julia- will contact Beth to get Eric’s story Marsha- will send out Julia’s contact info with the minutes</p>
Bike Helmet Resource Guide 	<p>Marvin is working with bike shops to update list on services they provide. He is also checking addresses, phone numbers, contact information. Whether they provide free helmets, have any curricula, videos, brochures, do any presentations and will help with any bike rodeos and what they will do. Marvin passed around the list he has so far.</p>	<p>Marvin- will update the group with his progress next month</p>
High School Outreach	<p>Tina is hosting a contest between two local High Schools – Montgomery and Santa Rosa to see how many kids bike to school. NorCal Bikes is offering prizes to each student that participates in the challenge.</p> <ul style="list-style-type: none"> Chris Bekins – there is a leadership group at Elsie Allen that is waiting for instructions on how this turns out, they may want to start the challenge at their school. 	
Levi Leipheimer Update	<p>Beth is having difficulty getting it touch with him but is diligently working on it.</p>	<p>Beth- will update the group with her progress next month</p>
Review/Update list of bike & ped groups	<p>Tom passed around a master list, everyone looked at it and made and necessary changes.</p>	

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Review Helmet Bank/ Upcoming Rodeo Planning	<p>Rodeo and helmet requests: 3/21/09, Tina 100 Helmets (\$5 each) Sebastopol USD</p> <p>Tina pointed out that Tom is already at his limit of committed Rodeos. We need to find more consultants. Marsha suggested putting out a request for volunteers/consultants via the hospital volunteer list – but we need to get a good description of the ‘job’</p>	<p>Marsha will work with Beth on a good ‘job’ description and send out via SRM volunteer list.</p>
Budget Review/Fundraising planning 	<p>Marsha went over the budget. According to preliminary figures, there is approximately \$8,000 to spend on helmets or items for bikes. \$1,500 for enforcement and \$2,000 for Walk this Way.</p> <p>The group discussed buying bike bells with a safety message on them. Tom and Andrew are looking into pricing. Tina would like to tag onto our order to get some items for Sebastopol. The group agreed this would be beneficial.</p> <p>It was brought up that Rotary Clubs prefer to target monies for specific events and instead of general requests (ie helmets). The group thought it best to wait until we had a specific Rodeo/Event in mind and approach the Rotary in that area.</p>	<p>Tom and Andrew are getting pricing on Bells.</p>
Quarterly Review of Kits	<p>Tom reminded those that are reviewing the rodeo kits that the review is taking place on Friday January 23</p>	<p>Tina- will use and report back at next meeting</p>
Walk N Roll to School Day and Project Updates	<p>Tabled until next meeting</p>	
Next Meeting	<p>Wednesday, February 11, 2009</p> <p>12:15 p.m.- 1:45 p.m.</p>	<p>Please mark your calendars!!!!</p>