

Safe Kids Sonoma County Bicycle and Pedestrian Safety Action Team Minutes

Date: 9/10/08

Present: Jennifer Abrao, Chris Bekins, Beth Dadko, Tim Gonzalez, Tom Maunder, Diana Nolan, Tina Panza, Ronald Perez, Marvin Rogoff

TOPIC	DISCUSSION	ACTION/ BY WHOM/BY WHEN/FOLLOW-UP
Introductions and Announcements	<p>Helmet Resource Guide- Tina's volunteer did preliminary work, but more to do.</p> <p>SRO update- SRO meeting scheduled for 9/25. Jennifer (and maybe Rafael) to represent group and brainstorm ideas to pass along bike helmet law to students (bike rack signs, school announcements, posters, newsletters, etc.)</p> <p>Family Expo- Saturday 9/20 from 10 a.m.- 7 p.m. In Garrett Hall, booths 13, 14, and 15</p> <p>Beth- wrote e-mail to Levi Leipheimer about doing PSAs to promote helmet use. No response. Tina suggested that Bill Brockley may have a connection</p>	<p>Beth- will ask for support staff to make changes. Group- to assess progress in October.</p> <p>Jennifer- to get time/ place and coordinate with Rafael to attend.</p> <p>Rafael- to set up at 9:30 a.m.- stay until ~2 – help close at 7 Marvin- to help 4 p.m.- 7 p.m. Beth- to help set up at 9:30 a.m.- stay until necessary/ bring eggs Tina- to ask Chris Culver if Levi is a member of SCBC Beth- to call Bill Brockley and ask about Levi.</p>
Walk and Roll to School Day- Oct 8, 2008	<p>Group reviewed activities planned for each city. Gifts- pencils, bells, pedometers, magnets arrived and are being sorted and distributed.</p> <p>Focus this year will be on Kawana Elementary- one of 10 schools in the country to have a Safe Routes to School Pilot Program from the National Partnership- how to have a SRTS program in a low-income neighborhood.</p> <p>Beth- working with Community media center to develop press releases for individual cities and invitations to cover.</p> <p>TV/ radio spots are scheduled. Paul Butkus and Lonny Haskins, SK Policy Co-coordinators have been inviting local elected officials to participate.</p>	<p>Tina- to meet with Kawana school on 9/15, work to organize Kawana and Sebastopol efforts</p> <p>Chris- to connect with Maria Fincher from Univision to see about coverage</p> <p>Tim- to collaborate with cities to get materials and data</p> <p>Beth- to coordinate media coverage and support from local elected officials</p>
Project Updates	<p>SRTS- Tina handed out SRTS brochure and showed off a SCBC handout produced to help with public relations regarding the Channel Drive/ Oakmont controversy.</p> <p>SRTS for South Santa Rosa Grant Application is still pending. Should know in October.</p>	

TOPIC	DISCUSSION	ACTION/ Follow-up
<p>Review Helmet Bank/ Bike Rodeo Kit Applications and Funding</p>	<p>Bellevue Wellness Fair- 9/27/08- Marvin to meet with organizer of bike rodeo 9/27/08 at 1 p.m. (Kristen Mowers- AmeriCorps)</p> <p>Rodeos: 9/20- Analy High, Sebastopol- 10-1 p.m. 9/27- Bellevue- 4-6 p.m.- to start \$5 donation policy. 10/4- SRPD- 10/4- Coast Guard Two Rock 3/14- Cesar Chavez- Roseland Children's Health Center, SR 4/3- Santa Rosa Educational Coop Charter 5/12- Valley Vista, Petaluma</p> <p>Helmets: Kawana- requested 40 helmets.</p> <p>Fundraising- Rotary Club of Rohnert Park did not grant us funds. Ron e-mailed after the meeting.</p> <p>Marvin and Beth revised rodeo application protocol and Safe Kids contract. Group reviewed.</p> <p>Poloroid Pogo- film worked well! Only problems is that is turns slightly blue in laminator. Less blue if less hot.</p>	<p>Marvin- to explain contract and needs, encourage to make only 2 hours., also explain \$5 donation policy for helmets</p> <p>Approved All</p> <p>Beth, Tina, Marvin- to coordinate bike shops</p> <p>Approved</p> <p>Group- review funding strategy at Oct. meeting Marsha- to provide group with how many funds we have for bike and ped</p> <p>Fee to be discussed first on agenda on Oct 8 meeting.</p> <p>Tina- to e-mail Poloroid and ask if there is a solution.</p>
<p>Next Meeting</p>	<p>Wednesday, October 8, 2008 12:30- 1:45 p.m.</p> <p>2300 County Center Dr., A 212 Santa Rosa, CA 95403</p>	<p>Same day as Walk and Roll to School!!!!!!</p>