

ORCA
Meeting Notes
11/2/09
W. Walker

- Introductions
 - Some new faces [do not have names in notes]
 - 15 people in attendance

- Dennis – What is new/unique about ORCA?
 - Conservationists/cyclists/health advocates working together
 - This hasn't happened before
 - There isn't infrastructure for this
 - How do we organize?
 - Would have been nice if there was someone facilitating us
 - Advocacy groups seem to be top heavy
 - We have opportunity to grow advocacy from Main Street up – bottom up, not top down
 - Bike clubs are not built for this

- Dennis's report on Saratoga visit
 - Saratoga Healthy Transportation Network
 - First ones to do it in a rural setting
 - Five years – no strategic plan, no bylaws
 - Not affiliated with health organizations
 - Don't have any money
 - We will be doing joint projects with them
 - They are not going to help us invent our wheel
 - Controversy over biking, walking to school

- Our attempts to raise funds
 - Rotary, Lions
 - Rotary -- \$50
 - Other things took priority (Springbrook, food bank)
 - Nevertheless, token money was a good thing. Many groups received no money at all. Shows that they support us. We should go back to them in six months.
 - Lions – enthusiastic about ORCA, haven't heard about money yet

- NYBC will be putting us in their electronic newsletter – full article will be in spring newsletter

- Website
 - Newspaper articles on bike education is all that is on the website
 - Dennis has created an “About Us” page for website
 - We should post when next meeting will be and minutes of previous meetings

- Discussion of purchasing rearview mirrors for fundraiser
 - Chuck Harris
 - “Cadillac of bike rearview mirrors”
 - Recycled glass, recycled spokes – indestructible
 - Good opportunity for advertising
 - Mirrors will have ORCA logo
 - \$23/one; \$10/each for 20
 - Strong interest from group
 - Dennis will see about ordering 40

- Agenda for next six months
 - Nov. 13 – Health Fair – elementary school bike education
 - Diana has safety materials – National Childhood Safety Council
 - Discussion of having enforcement present
 - Seminar on long distance bicycle touring
 - One here and one in Saratoga
 - Traffic skills 101 course
 - Prerequisite for taking certified training course
 - Important to have uniformity in what we’re proselytizing
 - End of March, early April – 9-hour course, Friday evening then all day Saturday (3/26-27, 4/9-10, 4/16-17)
 - Experienced people first, then less experienced people
 - 5 or 10 people – more is difficult
 - LCI’s are independent contractors, have to pay for materials – when instructors don’t charge, people don’t see value
 - Within our circle, Dennis will not charge except for materials
 - For the broader public -- \$20-25 is reasonable
 - Articles in Daily Star – reprints of Dennis’s articles
 - Bike to Work Day – this year it should be countywide
 - Recreational rides
 - River Ride – June
 - Joseph Brant – Sunday before Memorial Day
 - Find people at colleges – invite them to join us
 - Training drivers, pedestrians

- Discussion of strategic plan
 - Reasons for having a strategic plan
 - Helps us get organized
 - Gives us things to look forward to and plan for
 - Know who we are and where we are headed
 - Short-term priorities
 - Organization, governance
 - Recruitment
 - Communication
 - Some education/advocacy
 - Mid- and long-term goals

- Emphasis on advocacy, infrastructure, and education
- Looking for your feedback
 - What do you think we should be? What do you think we should do?
- General agreement that plan is good. After discussion, group unanimously approved the plan.

- Changes to strategic plan
 - Under 6-12 months Recruitment – “Create list of advocacy groups, allies”
 - Under 6-12 months Education – Add “motorist and pedestrian” to educational programs and “Work with Don Raddatz at Bassett to emphasize health benefits of cycling”
 - Under 6-12 months Advocacy – Remove “Cooperstown” from Bike to Work Day
 - Under 12-24 months Education – Add “Explore partnerships with colleges”
 - Under 12-24 months Infrastructure/Roadway Improvements – change “Cooperstown” to “Otsego Region”