

**HUB Burnaby Minutes**  
Tuesday 8 Sep 2015  
BCIT Burnaby Campus, Building SE12, Room 101Q

In attendance: Dennis Hansen, Cathy Griffin, Fiona Walsh, Keith Lim, Ken Robb

**Meeting called to order at 6:45 pm**

**Adoption of Previous Meeting Minutes:** Minutes not available. Deferred till after review of past year's events.

**Review Meeting Agenda**

- (Add) New Business: Discussion of changing the meeting start time to 6:00 pm.
- (Add) Old Business: Do prize draw for bike light from the Giro di Burnaby raffle.

**Old Business (Reports, Update Ongoing Items) - Committee Report:**

**Bike Day in Canada**

- Discussion: To continue organizing this event, it needs to be more widely publicised, and go beyond City Hall. Need to set targets, e.g. "60 people", etc.
- Cathy wrote letters of invitation, but no politicians showed up.
- Someone needs to take charge of it. Currently low return on investment.
- Dandy Horse Cycles participated in a Bike Day event for City Hall. They were invited by City Hall. HUB was not invited to that event. If HUB were to participate, it should be invited.

**ACTION:** Contact Stuart Ramsey to request that HUB be invited to participated in a City event, rather than HUB being the prime organizer. (Key goal: to not drain HUB's resources. Bike to Work Week is HUB's big event.)

**ACTION:** Contact Leah Libsekal regarding coordinating Bike Day event.

**ACTION:** Contact Dandy Horse Cycles regarding how they came to be invited to the City event.

**Bike to Work Week (Mon 26 Oct - Sun 1 Nov)**

- Recap: in Fall 2014, two stations: Frances/Carleton and Royal Oak/Beresford; in Spring 2015: one station: Frances/Willingdon, and participation in BCIT station.
- Discussion for Fall 2015. Tuesday? Friday? HUB does not have an event on Friday, as it is the day of the wrap party.

- Cathy phoned some people who filled out forms at the BCIT BTWW event - most were not interested in attending meetings or joining HUB. Suggestion: invite them to non-meeting events, e.g. BTWW stations - more interesting than a meeting.

**ACTION:** To organize two stations. To find out the date for BCIT's station.

**ACTION:** Cathy to bring forms from previous BCIT BTWW event to next meeting - can *invite* those people to join the mailing list. (Note: may not add people to a maillist with consent.)

**ACTION:** Dennis and Cathy to coordinate regarding BCIT's station date and HUB's confirmed station dates.

**ACTION:** Fiona to ask HUB Board about BTWW details at next Board meeting.

### **Environmental Festival**

- Festival had 'passports' where visitors could go to booths to answer questions and get stamps. Doesn't seem to be the right forum for generating interest and gaining memberships. Benefit is that it's a City event; if we're invited, it is good visibility. If invited, HUB should accept.

- No rides took place this year. Rides need promotion. Most people do not attend the festival with bikes. Also no good ride routes near City Hall.

- Booths at events are not a good method of persuading people to start riding. Focus at booths should be Ungap the Map and memberships.

- Retirees may be a good demographic - looking for recreation, but often won't buy memberships.

- Membership in HUB - needs an issue, e.g. Interurban Trail. Angle: "How would you like to support HUB?" Must be assertive. Talk up benefits, e.g. car-sharing memberships.

- Counterpoint: People more likely to become members to support what HUB does (advocacy, education), rather than for personal benefits.

- Ideas about cycling are changing, e.g. more articles about cycling in North Shore News, Burnaby Now, etc. More exposure will make things easier.

- We should keep track of visitors for every event, so that we know how effective each event is. Not consistent in collecting info, e.g. sometimes email & phone number only, sometimes mailing address too.

**Summary:** come up with focuses, e.g. memberships, bike rides, safety, etc.

### **Community Bike Fairs**

- Edmonds (South Burnaby) went well.

- Forest Grove (North Burnaby) not as good. Not enough bikes there. However, this was the first year there. Also was at the top of a hill. May not have been publicized enough that HUB would have its own bikes there.

- Attendees couldn't distinguish HUB from rest of event - lots of questions about concession, fair raffle, etc.

- Unique service: kids bikes, including balance bikes. No other group had these bikes for that age range.

- Community service, but no direct benefit to HUB - if resources stretched, these are events that should be dropped.

**ACTION:** Contact Tammy Ozero (organizer) regarding funding - funding source may be ending - events may not happen again.

### **Giro di Burnaby**

- Giro mentions HUB a lot.

- Bike Valet went well. Would like to get sponsor for Bike Valet service.

- Sponsorship. Giro handles sponsorship; would normally have to go through Giro. Could HUB get its own sponsor independent of Giro?

**Decision:** Keep this event on calendar; look for sponsor.

### **Other reports and business**

- **Committee BBQ** took place at Simon's place.

- **HUB Rides** (Cathy & David) were featured in the Burnaby Now in June.

- **Photoshoot** for Burnaby Now newspaper article took place. 8 people attended. Members from BCCC also present. (Article and photo not yet published at time of meeting.)

- **Level of involvement in future events:** tabled till next meeting. Need forward plan for the busy BTWW week.

- **Membership:** Key reason for membership for some people is for HUB to do work for them - \$30 is for HUB to talk to city councils, etc. These members won't volunteer, nor come to meetings.

- **Volunteers:** requires more discussion. Could contact schools - students could use HUB volunteering for mandatory volunteer hours. Was successful 2 years ago, but not last year (only 1 response, who was a no-show).

- **Letters Written and Sent Out -- Cathy Griffin:** No letters written recently.

- **Traffic Safety Committee:** (Info) Next meeting is in October.

### **Presentation to HUB Board**

- Keith and Simon did research and met ahead of time to discuss and prepare.

- Issues: Lack of members, and difficulty in both recruiting and in running events. Burnaby's events mostly fall within a very short period of time (~8 events in ~2 months) - hectic and stressful.

- Burnaby's strength is events (organizing and participating), but is not as good on advocacy. Strategy: pick the strongest issue, e.g. "signage" and focus on that.

- Keith took over Ungap the Map (filling out HUB's Map Tool) role.

**ACTION:** Cathy to take photos of poor signage at Central Valley Greenway at Douglas (and elsewhere).

**Burnaby Version of Ungap the Map:** Tabled till next meeting.

### **Burnaby Neighbourhood Small Grants Presentation**

- Grant recipients must attend event. Each grant has its own station with info board with pictures. Events: Cathy: Community Bike Fairs, Dennis: Bike Day in Canada, Ken: Interurban Trail meeting.

- Discussion of presentation strategies.

**ACTION:** Anyone with photos of events to send them in for the info boards.

**ACTION (DONE):** Prize draw for bike light from the Giro di Burnaby raffle

### **Meeting start time**

- Suggested 6:00 pm - 8:15 pm. Maximum should be 120 minutes. Start and end early.

- If start earlier, could spend some of the committee's budget on snacks, as some may come directly from work.

**Decision:** \$20 snack budget / meeting. Cathy will buy food from BCIT.

**Meeting adjourned at 8:17 pm.**