

COMOX VALLEY CYCLING COALITION - MONTHLY MEETING

Thursday, March 24, 2022 7:00 pm

Virtual Meeting via "Zoom"

Board Members: Chris Bowman, Lawrence Veal, Brian Schoneberg, Jude Loukras., Mike Keohane, Spencer Cappallo

Regrets Grant Watson

Guests: Maya Lohcham (digital marketing)

1. **Call to Order**
2. **Welcome and Introductions**
3. **Additional Agenda Items.** -none
4. **Approval of Prior Minutes** -moved and carried
5. **Business:**
 - **Financial Report / Grants– Jude**
 - BCCC Community Cycling Grant -Digital marketing Consultant– \$3000 from BCCC to promote Ride Right Courses. Hired Maya Lohcham as a consultant, Maya started with promoting the AGM and is now working on getting our message out to a wider audience to promote membership in CVCCo. Focus will move to promoting Ride Right when courses start in April/May.
 - Group insurance thru BCCC – confirmed it has been renewed including D&O coverage
 - Signing authority - Mike, Jude, Lawrence and Chris have written cheque signing authority. Mike and Jude set up for electronic transaction approval, Chris will get his name added to electronic approvals (need to call Coastal Comm CU).
 - **Membership Report – Brian**
 - Brian is ok to continue to manage the membership and contact list spreadsheet. Mail will be directed to Jude’s address and she will pass along any new member info to Brian.
 - Renewals -Bike Shops - Mike plans to visit with all bike shops over next month or two to see if there are strategic relationships that can be created or enhanced
 - How to recapture a larger membership base – Spencer has created a QR code that sends users to membership sign up page. Idea to distribute posters to bike shops with QR codes. Some discussion around running a promotion with prize(s) to entice membership sign up similar to UROC, no concrete plans.
 - **Social Media/Blog/ Website – Brian**
 - Discussion on whether website can better emphasize membership sign up.
 - Brian to get Spencer info on Dropbox access for CVCCo files
 - **Education Committee Report**
 - Adult Courses –Jude working with Marg on getting courses planned out for spring and early summer. Will market mainly through digital media.
 - School Cycling Program has reasonable level of volunteers, latest call out to membership has added additional numbers.
 - **Infrastructure**
 - Discussion regarding how to best manage the large number of projects for the various

municipalities. At present, we are dealing with the various projects/concepts as they come up or a complaint is filed (inefficient). The CVRD AT Network Plan did a reasonable job of identifying their various gaps (only for CVRD) including costs and some prioritization notes. Perhaps it may be useful for us to consolidate a spreadsheet of multi-jurisdictional projects and notes on each to be hosted on our website? – Mike to investigate. CVCCo made presentations to the various jurisdictions in 2020-21 which contain a good starting list of projects identified.

- Discussion on how best to coordinate between jurisdictions – Mike to contact various councils and get input. We should push to get municipalities to push for an annual target of AT infrastructure spending.
- It was noted that 2022 is a municipal election year and all agreed we should create a short list of relevant questions for candidates and publish answers on our website. This can happen closer to the Oct election date.
- **Other Business**
 - Bylaws revision and updated directors list has been filed with Societies BC
 - Earth Day Event – Comox Apr 24 2-6pm. We would like to have a tent set up to provide info and sell memberships, unfortunately, no one is available to volunteer to handle this opportunity.
 - Cycling Map Update – Discussion around who might use our cycling maps and what the drivers are to update and provide these maps. Only a very few downloads from our website over last couple of years. It was felt that most cyclists use Google, Apple or other mapping applications to provide directions. Suggested that Tourism groups should be the ones managing a map product. We do not find out about CVRD grant until June and would not get funds until August so we can continue to discuss how we think those funds can best be used.
 - Jude will arrange for a \$50 gift certificate for Susan Lang to for recognize her contributions as a board member.
 - Secretary rotation – all will continue to look for a board secretary as well as suitable additional board members. Brian volunteered to serve as secretary for April 28 meeting.
 - Jude introduced Maya to the group – Maya will be leading the digital marketing effort for Ride Right

6. Additional Agenda items added

7. Upcoming Events

- School Cycling Program (day 1 skills, day 2 rodeo and group ride)
 - Aspen -April 12/13
 - Airport – April 19/20
 - Huband – April 26/27
 - Denman – May 3 (note, compressed to one day)
- Bike Rack Events (see schedule at end, need some volunteers)

8. Round Table

- Spencer brought up the Velo Canada Pedal Poll annual cyclist count in June. There was some interest from the group and it fits well into our past efforts so he will circulate more info post meeting.
- Spencer also brought up the Regional Park/Greenways effort being spearheaded by CVRD in conjunction with the other local municipalities. Still in formative stages but we will keep an eye on it,

especially as it relates to greenways and AT.

9. Adjournment Moved and carried 8:40pm

Next Meeting: April 28, 2022

Regular CVCCo meetings 2022: April 28, May 26, June 30, July 28, Aug 25, Sept 22, Oct 27, Nov 24,

Infrastructure Projects

I. Courtenay

- a. McPhee Meadows Park – in planning stages for 2022, comments submitted
- b. E-W Courtenay Connection (Tunner Rd) – waiting on budget approval Apr 30 to fund option review. Requires Ducks Unlimited land acquisition and crossing of Hwy 19A Bypass
- c. 801 Ryan Rd and Courtenay Hotel (498 OIH) – project developments under review, includes multi-use pathway part of E-W Connector
- d. Courtenay Cycle Network Plan (CNP) update, council discussing in April, to be done by Urban Systems over the summer. Process being developed, we will be contacted as a major stakeholder. Should we send a note to council?
- e. 5th St Bridge to Ryan Rd Bike Lanes – suggestions submitted and mostly accepted. Construction expected in June 2022.

II. Comox

- a. Lazo Bike Lanes and multi-use Pathway - permitting ongoing, delayed somewhat but hopeful for 2022 construction
- b. Comox Ave bike lanes and new roundabout
- c. Bike lane upgrades to Balmoral and Beaufort to coincide with sewer line upgrades (2023-24?)

III. Cumberland

- a. Working on Active Transportation Master Plan
- b. Bevan Multi-use pathway (along Bevan Rd towards Dam)
- c. Better access to Comox Lake
- d. Regional parks greenways – connection to Courtenay
- e. Royston-Cumberland Railway, connection to town

IV. CVRD/MoTI

- a. Prioritizing projects from ATNP
- b. Knight Road widening – underway, completion expected for June
- c. Seal Bay Bates Rd parking lot upgrade – done late 2021 - sightlines, crosswalk and/or speed limit issues?

V. Other Projects

- a. Condorsory Road – KFN letter
- b. Island Rail Corridor – legal action from Snaw-naw-as at Nanoose may be appealed in March 2023. Could have large implications on ICF land grants in corridor?

Bike Racks – Dates to Remember

Snow to Surf

May 1, 2022 Brian to handle this one.

Musicfest - Bike Racks

Jul 8, 2022 at 12:00 AM - Jul 11, 2022 at 12:00 AM

Steve Allen will pick up equipment Wed before and return on Monday. Donations split between CVCCo and MusicFest

Heart of Downtown (market)

Jul 16, 2022 Brian will handle, but nice if someone can stop by for me to take a break.

Filberg Festival

Jul 29, 2022 at 12:00 AM - Aug 1, 2022 at 12:00 AM

Will require approx 20 volunteers. I will be sending out emails end May. Slots fill quickly, so put your name in soonest. We usually get "Volunteer" passes for all those that participate.