

# Bike Path Ad Hoc Committee Minutes

## 8/23/14 Meeting

The Regular Meeting of the Bike Path Ad Hoc Committee was called to order on Saturday, August 23, 2014 at 9:00 A.M. at the Resource Bank in Shabbona IL. The following committee members/ advisors were present:

Dan Nolan  
Jerry Foster  
Linda Novotny  
Jim Johnson  
Wendy Schnorr  
Charlie Foster  
Marc Cinnamon  
Curt Herrmann  
Nancy Pardridge  
Al Aspengren  
Diana Shott  
Allison Kidd Probst

**Additions to the Agenda:** None

**Citizen's Addressing the Board:** None

**Approval of Minutes from July 12, 2014 Meeting:** Curt Herrmann motioned to approve the minutes. Jerry Foster seconded. All in favor Aye. Motion carried.

**Market the Pathway Discussion:** Dan Nolan went back to the school board and they are in favor of the walkway between the schools. Vaughn Boehne will be the liaison for the committee.

Nancy Pardridge offered to help with the grant writing as she has a lot of experience.

Diana Shott Resource Bank's Executive Vice President of the Marketing Department was present to give ideas on the marketing of the pathway. Her first question for the committee was what timeframe will the pathway begin? Jim Johnson stated that the ITEP grant probably won't accept applications until Spring 2015. The ITEP grant would be an 80/20 grant. A pathway grant from the DNR could be obtained in conjunction with the ITEP grant. The estimated cost of the project is \$900,000.00. Ms. Shott's first recommendation was to get the kids from the community involved. She also recommended making a list of key members from the community who can be involved as well as a list of private donors and landowners. If getting children involved do something fun and make it very visual in the community. Use social media sites. Multiple strategies are also important. Matching contributions from businesses such as Resource Bank. Celebrate goals as they are obtained. One suggestion was to sell American Flags to raise funds before the 4<sup>th</sup> of July. Another idea is to make the parade theme about the pathway.

Finding a visual symbol such as a logo and define a slogan are also useful tools. Brainstorming sessions or creating a focus group of community members to rank logos and slogans can be helpful.

Curt Herrmann asked if it is still too early to ask for money? The committee needs to decide what to do with the money if the grant fails. Jim Johnson suggested getting a firm pledge of money instead. When getting the message out the committee wants to do it right the first time. The committee also discussed that the township has between 1400-1500 residents and neighboring townships have a combined estimate of 3000 people. These are also potential users of the pathway.

Diana Shott also recommended involving people who are staying at the State Park. A fundraiser based on fishing could be done. T-shirts can be created and sold along with baseball caps/visors. Ms. Shott offered to come back and develop an actual plan. She also recommended talking to coaches and PE teachers to develop a curriculum based on walking or running. A cross country team could also benefit.

One idea for fundraising was 10 steps for 10 cents. Also approaching Monsanto Corporate offices was discussed.

Another way to gain support is to remove obstacles for people by putting together FAQ's. This can also be done by meeting with specific community members one on one.

DeKalb Community Foundation could be approached for start up costs. A minimum of \$10,000.00 is needed for seed money. The Daily Chronicle or B95 could be used for public service announcements. Donation jars in businesses can also be used. Lastly, she recommended a kickoff walk and picnic could be held at Resource Bank.

**Landowner Update:** Dan Nolan spoke with Steve Butchel and he has finished the Shelbyville project. He is almost sure that Americorp labor can be used as matching for grant purposes. He would like to come to the October or November meeting to give a power point. It was discussed that he could possibly be part of the focus group.

**Grant Opportunities/ Financing the Pathway:** Jim Johnson will continue to follow up on the ITEP grant. He also made a contact with an employee for Next Era who now works for another company. He spoke to his supervisor and they are still considering funding. The thought is to get a pledge from FPL. Jim will work on the DeKalb Community Foundation grant for seed money.

The meeting was adjourned at 11:10 a.m. Motioned by Al Aspengren, seconded by Curt Herrmann.

The next meeting will be on September 24, 2014 at 7:00 p.m. at the Resource Bank.

Meeting Minutes of the Ad Hoc Committee submitted by Allison Kidd Probst.

/s/\_\_\_\_\_ September 22, 2014