

Bike Path Ad Hoc Committee Minutes

9/24/14 Meeting

The Regular Meeting of the Bike Path Ad Hoc Committee was called to order on Wednesday, September 24, 2014 at 7:00 P.M. at the Resource Bank in Shabbona IL. The following committee members/ advisors were present:

Dan Nolan
Jerry Foster
Marc Cinnamon
Claudia Hicks
Nancy Pardridge
Wendy Schnorr
Curt Herrmann
Linda Novotny
Jim Johnson
Allison Kidd Probst

Additions to the Agenda: None

Citizen's Addressing the Board: None

Approval of Minutes from August 23, 2014 Meeting: Jerry Foster motioned to approve the minutes with corrections. Wendy Schnorr seconded. All in favor Aye. Motion carried.

Landowner Update: The committee discussed improving the right of way east of Indian Road may be the best option or making the path a share the road may also be an option. A traffic count could be obtained. Jerry Foster spoke with Jerry Kaus and they are still on board with the project, but the land is still up for sale.

Draft Resolution: Dan Nolan said Claudia Hicks feels it is time to approach the Village Board for some seed money. Mr. Nolan said he feels it is time to approach all of the boards: village, township, school board, and fire district. Seed money is needed for marketing the project.

Market the Pathway Discussion: Slogans were discussed:

Get a Bike Get a Life
Build It and They Will Come
Burn Fat Not Oil
Walk With Us in Shabbona
Adopt A (Our) Pathway
A Bike Ride A Day Keeps the Doctor Away (or Walk)

Website Domains were also discussed:

ShabbonaTrails.org
ShabbonaTrails.net
ShabbonaPaths.org

Domain costs are approximately \$100.00 for 2 years. The website can also be made e-commerce to take credit card donations.

Other Marketing Ideas discussed:

Bike Scavenger Hunt

Information Mailboxes for more people to get facts

Some Names for the Path that were discussed:

IC Path or IC Pathway

Timberwolf Trail

Shabbona Trail

Shabbona Pathway

It was also discussed that Resource Bank's Marketing Department will work on a logo. Other social media outlets like Facebook or Twitter can be used as well.

The timeline to get the word out is coming quick. The grant cycle runs January to March. A domain needs to be obtained by next month as well as a logo.

Curt Herrmann said he would work on securing the domain ShabbonaPathway.com

By January the seed money needs to be secured. The feeling is to go to the Village Board and ask for \$1000.00. Dan Nolan also suggested asking the County Forrest Preserve for \$1000.00 also. The seed money would be used to create awareness and to fundraise. T-shirts could also be purchased for marketing. Jerry Foster will come up with a list.

For the next meeting the following will need to be discussed and / or obtained:

Domain

Slogan

Logo

Resolutions- Jim

Marketing Dept/ Budget-Jerry

List of FAQ's – will be needed on a website as well as for a handout-Marc

Focus Groups

The meeting was adjourned at 8:45 p.m. Motioned by Jerry Foster, seconded by Curt Herrmann.

The next meeting will be on October 18, 2014 at 9:00 a.m. at the Resource Bank.

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

/s/ _____ October 17, 2014