

Minutes: Conway Bicycle Advisory Board  
August 18, 2010

**Members Present:** Greg Reddin, Peter Mehl, Jennifer Boyett

**Members Absent:** Wes Pruitt, Erik Leamon

**Others Present:** City Engineer Ronnie Hall, City Planner Wes Craiglow, Kathy Wyrick, Jim Bruce, Lynn Schaefer

Ronnie reported that the striping contractor is behind in his work. He is concurrently working on multiple projects and there is no guaranteed timeframe for work to be completed on ours. Nor is there a penalty for late completion. The job was specified to be completed by July 31.

Peter reported that Erik has worked up some info on outlying routes. Tyler has produced a map of single-track at Cadron.

The main purpose of this meeting was to talk with Kathy Wyrick about the Conway cycling brochure that is under development by the Chamber of Commerce. She presented her vision of something more like an inspirational brochure than a technical map. The intent of the brochure would be to make an emotional connection with potential riders to inspire them to ride. She mentioned two perspectives to consider: 1) people who live here and want to know how to get around, and 2) people who are visiting and want to know good places to ride. The technical map helps people find their way around, but doesn't make them want to ride.

Much discussion ensued of how to develop the right product. Wes mentioned that residents don't need a map as much because they already know the good routes through town. Peter pointed out that a map would be helpful to residents who are newer cyclists. Jim said such a map would also be helpful for planning cycling tours and local rides. Wes questioned who the audience is. For example, the Harrison Motorcycle brochure is great as an introduction, but not something you'd keep in your saddlebag. Jim suggested a brochure with a removable map.

The conclusion was to produce two products. The brochure will contain the marketing materials to generate interest in cycling. It will promote several outlying routes that are commonly used. It will contain pictures, descriptions, difficulty ratings, etc. as well as a small map of each route. The center foldout of the brochure will contain the city map showing the marked streets, multi-use trails, and "connector" routes. Both products can be updated frequently and downloadable from the Convention & Visitor's Bureau website: <http://www.conwayarkansas.com/>

Regarding the city map the board noted that the background streets need to be on the map, just not as prominent as they were previously. The street names need to be included as well. It was decided that we will do several "email iterations" of this map as possible to get it into the final format.

DOT Planning Grant – Peter raised the need for BAB to be involved in an upcoming grant application. We would be listed as a community partner. Our role would be to host public meetings for input. Ronnie noted that the city is applying for a similar

grant. It was generally agreed that the Planning Department is connected enough to be aware of any overlap. The board agreed to sign on as a community partner.

Greg mentioned that he would like to pass on the secretarial duties to someone else going forward. Jennifer agreed to take on this role, but noted that she may not be available during the next two months. Greg agreed to act as a backup during this time.