

Meeting commencement time: 7.30pm.

Location: Newtown Neighborhood Center.

Attending Meeting: *Fiona, Peter, Ian, Gilbert, Paul J, John C {Chairing meeting} , Steve, Josh (syd. uni), Robert, Brenda, Evon, Allan*

Apologies: Paul B.

LOCAL ISSUES

Lawson Street: Erskinville Bridge is so far being redesigned without consideration for cyclists [Brad Donaldson may be the person to speak with.]

Lawson street Redfern, is considered by cyclists to be very difficult [Alan Saxby may be the person to speak with]

Redfern re-development is planned to be finished end of 07 financial yr.

WINTER LIGHTS FESTIVAL

A letter to be drafted by Brenda thanking Dom-graphic artist for his excellent and professional Winter Lights Festival graphic design. [THANKS Dom].

Thanks go to Brenda for loaning her own finances to the community Winter Lights Festival grant, contributions from Bike It sales, and moz, which was added to the \$500 contributed by Marrickville council, in place of the support Sydney Uni initially said that they could contribute with. Syd Uni had to pull out they said, because funds were no longer available. [NB. If we select Syd Uni students as the cyclists group to benefit from the following Massbug Winter Lights initiative, then this could help with getting Syd Uni support.

The meeting consensus is that the Winter Light Festival was a successful event because it attracted our target market of lower income earners, and created goodwill. Massbug intend to consider less expensive lights, and ask for a higher cyclist donation next time. This will enable massbug to give the retailer monies above cost, and cover our own Massbug expenses i.e. printing.

Thanks to: Cheeky Monkey Cycles, who generously provided Massbug with lights, and to those Massbug members answering questions and fitting the lights on the day.

We were lucky also because the weather was ideal, and the choice of location worked well because of the throng of passing cyclists.

Planned next Winter Light Festival. Due to the success and Massbugs continuing concern for cyclist safety especially in the darker winter months, another event is planned for low-income cyclists, with locations to be further discussed. (Sydney Uni was one location discussed).

Commercial/market aspects of event There was some concern that we be mindful of not undercutting cycle shop's customer base, but we consider the bulk of those responding are not typical/standard/avid cycle shop customers, *and* we may in fact be creating new customers for mainstream cycle shops, especially for the retailer(s) who decide to sponsors/support us. I.e. At least two cyclists who missed out on lights, immediately road to our supplier and purchased the same 'you-beaut' lights...and rode past to mass applause!

Future sources of lights were discussed, ie Netti, and broader *marketing* ie with Bicycle N. S. W.

Media Release

Brenda to create a Media Release for this past *Winter Lights Festival*, including pictures. [Thanks Brenda]

IMPROVING THE CYCLIST AND MOTORIST RELATIONSHIP

- Licensing for cyclists,
- Cycling proficiency training, [Apparently Bruce Ashley created a Training Course for the RTA, / still to be implemented],
- Change the speed of cars, (Sydney drivers tend towards aggression and attitude problems at cyclists to date),
- Greater policing of motorist and cyclists,
- Car buyback :) [thanks Fiona]!
- Advocacy for Roadwatch

ELECTIONS: next Marrickville council elections are March 08, (Federal elections prob. Oct 07).

BLUE STOCKING RIDE: May 27.

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BIKE BUS MEDIA COVERAGE: Catalyst Special Edition airing 24 May ABC.

8.45pm close of meeting.

Thanks all.