Planning Committee
February 9, 2011
CCC-Confer Details

• PARTICIPANT DETAILS
  – Dial your telephone conference line: (888) 886-3951
  – Enter your passcode: **796413**
  – Click the Participant Log In button under the Meet & Confer logo
  – Locate your meeting and click Go.
  – Fill out the form and enter the password: 796413

• PARTICIPANT CONFERENCE FEATURES:
  – *0 - Contact the operator for assistance with the audio.
  – *6 - Mute/unmute your individual line with a private announcement.
Event Attendees / Roll-call

- Dena Maloney
- Howard Blanchard
- Sally Chavez
- Sid Gent
- Jamie Milteer
- Be Phan
- Liz Shaker
- Steve Latiolait
- John McElwain
- Nick Pavik
- Shannon Munoz
- Michele Edmonson
- John Green
- Kari Soffa
- Diane Stewart
- Michael Gunther
- Monica Marshall
- Cathy Ritz
- Jasmine Foster,
- Audrey Green,
- David Knutson
- Phil Lantis
- Russell Sypowicz
- Evan Thomason
- Patrick Downing
Agenda

• Introductions
• Overview of Event Details
• Sponsorships
• City Partnership
• Marketing
• Website/Registration
• Planning Committee Next Steps
  – Form Subcommittees
    • Coordination with City, Volunteers, Sponsors
    • Food Trucks and After-Party
    • Event Logistics
    • Registration & Marketing
  – Identify action items
• Rough Timeline
• Next meeting
Event Details & Purpose

• Bikes & Bites: A Canyon Country Campus Food Fest & Fun Ride
  – “Benefitting Our Campus Scholarship Fund”
  – Saturday, May 14th, 2011
• Promote the Canyon Country Campus
• Support student scholarships
• Provide for a health, community-friendly activity
Who?

- Anyone! SCV bike enthusiasts, community members, sponsors, and more!
What?

• An 8.5 mile bike ride from the Canyon Country Campus to a local park and back
• Preliminary map at: http://www.gmap-pedometer.com/?r=4187816
• Bike ride concludes with an after-ride food festival on campus
Where?

- At the Canyon Country Campus: 17200 Sierra Highway, Canyon Country
When?

- Saturday, May 14th, 2011. Ride at 9 AM, After-Party at 11 AM
Why?

• To support the Canyon Country Campus Scholarship Fund.

• To highlight the Canyon Country Campus and College of the Canyons

• To promote cycling in the Santa Clarita Valley
How to Participate?

- Register Online
- Sign-up to volunteer
- Sign-up to sponsor
- **Preliminary Website:**
Sponsorships

- Amgen event “bronze” sponsors
- CCC Bikes & Bites sponsors
City Partnership

• College of the Canyons and the City of Santa Clarita
  – The City has graciously agreed to cosponsor the event
  – assisting with Sheriffs/road safety, EMTs, park facilities/permits, marketing, and more

• "Ancillary" (unofficial) Amgen Tour of CA event
  – coincides with the first day of the Tour

• Theme of fitness & well-being in the SCV
Marketing

- Timeline
- Coordination with City and Sponsors
Website & Registration

• Draft website:

  • http://www.canyons.edu/offices/ccc/events/bikesandbites.asp
Planning Committee Next-Steps

• Form Subcommittees to meet on a bi-monthly basis
  – likely Friday's at CCC (before lunch)
• Identify primary responsibilities and action items for each subcommittee
• Report/Coordinate with Steering Committee
Timeline

- First subcommittee meetings
  - Friday, February 25th at CCC
    - 11:00 AM (various classrooms)
- Registration online by March
- Marketing timeline
- Additional meetings with City partners
Event Steering Committee

Coordination with City of SC and Sponsorships
- Route/Services from City of SC
- Identification of sponsors
- Solicitation
- Coordination with Foundation

Suggested Chairs: DENA/Ryan

Food Trucks and After Party
- Coordination with Food Truck Consultant
- Booths and Vendors
- Activities with ECE
- Drawings/Door Prizes

Suggested Chairs: JAMIE/JASMINE FOSTER

Event Logistics and Volunteers
- Site Layout
- Bike Ride start/finish
- Parking
- Cones/Signage
- Information booth
- Event Check In

Suggested Chairs: BE/HOWARD

Registration and Marketing
- Website Information
- Collateral Marketing
- Coordination with Foundation on funds
- Budget/Accounting

Suggested Chairs: RYAN/OTHER?