

MINUTES St. Croix Bike & Pedestrian Trail Coalition Communication Committee Hudson Library, 700 First Street, Hudson, Wisconsin - May 2, 2016 6:30 p.m.

CALL TO ORDER - Tim Witzmann, Chairperson, called the meeting to order at ~ 6:30 p.m.

STATEMENT OF PUBLIC NOTICE – The agenda was posted at the Town of Somerset Town Hall and on the Coalition web site.

ROLL CALL – Committee members present were Mark Gherty, Ben & Susan Heuser, André Johnson, Mark Vanasse and Tim Witzmann. Andrew Lamers was absent. Also present were Kyle and Janet Lindstrom.

ADOPTION OF AGENDA – A **motion** (Ben Heuser, Johnson) to adopt the agenda as presented. **Carried** with no opposition.

PUBLIC COMMENT – Opportunity for comments on subjects not on the agenda when recognized by the presiding officer. There were no public comments.

APPROVAL OF PRIOR MEETING MINUTES – April 4, 2016 – A **motion** (Vanasse, Ben Heuser) to approve the April 4, 2016, minutes as presented. **Carried** with no opposition.

REPORTS - from individuals about information gathered for the subcommittee

May 4th Bike to School Day – Johnson reported on the details of organization of the county wide bike ride at the Somerset schools. With nice weather, he is anticipating a fairly large number of riders. Additional volunteers from the Coalition will be there to help as the students arrive at school.

Others that may be available – Susan Heuser provided a preliminary look at insurance quotes received just prior to this meeting. There were some questions for the provider from committee members. Heuser will get all the details to the entire Board of Directors for consideration at the May 11, 2016, board meeting.

ITEMS for discussion and/or action – Before discussion of the particular outreach efforts began, it was noted that there are a number of communication efforts that are currently uncertain based on issues out of the Coalition's control making decisions about how to recommend proceeding difficult at this point in time. In addition, a desire to meet minimally during the summer months complicates how to manage these efforts. As a result of discussion, a **motion** (Gherty, Johnson) to recommend that the Board of Directors appoint an Ad Hoc committee consisting of the officers of the Coalition to make any decisions that might be necessary about summer outreach efforts. **Carried** with no opposition.

1. Hwy 64 Corridor Committee – Vanasse reported that final committee formation plans are waiting for information from other organizations.
2. Meeting in a Box Outreach Possibilities – How and When to Proceed – Consensus after discussion was that the Coalition should wait for an update and direction from county staff regarding whether and when to continue with this program getting information to organizations about the county's update to its bike & ped plan.
3. Final Arrangements for Summer Outreach Management – Details are as follows.
 - a) Material for Outreach Booth – A packet of bike safety information was discussed as an item to be included in the summer outreach programs. Witzmann will check with WisDOT, Trek and WI Bike Fed to see if they have materials they would provide for the summer events.
 - b) Booth Set Up Equipment and Arrangements for Pick-Up - Lead people will contact Susan Heuser about getting outreach material to each site.
 - c) Final List of Events and Lead People – the Board has decided on the following events.

Somerset Library Event – June 14th - Vanasse and Johnson lead people– approximately 80 kids anticipated to participate at the Somerset Elementary School.

Somerset Pea Soup Days – June 9th – 12th – Vanasse and Susan Heuser will get details in place regarding participation times.

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Hudson RiverFest – July 19th – 24th – with emphasis on the Thursday evening gathering – Gherty lead person

New Richmond National Night Out – August 2nd, nationally – Lamers lead person

Pathways Cycle St. Croix – August 27th – Lamers lead person

Baldwin Chili Cook Off – Mid September – Susan Heuiser lead person

River Valley Trails' Autumn Trek – September 18th – Marion Webber lead person

- d) Additional Events, Should They Occur – The Ad Hoc committee will make decisions about any additional events that occur during the summer months.
- e) Other Details as Needed – Printing costs over the amount the Treasurer can expend without board approval was identified as an issue that might arise over the summer.
4. Raffle Details/Requirements – Witzmann reported his discussions with the Hudson Trek representative regarding a bicycle to raffle. Committee members reviewed a spreadsheet regarding the number of tickets that would need to be sold to make the desired profit from a raffle. Alternate kinds of fund raisers were discussed, in particular several small events instead of a raffle. Following the discussion, a **motion** (Vanasse, Gherty) to recommend to the Board of Directors that a bicycle raffle not be pursued at this time. **Carried** with no opposition.
5. Set next meeting date - September 12, 2016? – The next committee meeting was set for **August 29, 2016**.

ITEMS FOR NEXT BOARD of DIRECTORS AGENDA – Recommendation for Formation of an Ad Hoc Committee to Manage of Summer Outreach Details, Recommendation Not to Have a Bicycle Raffle This Year

ITEMS FOR NEXT COALITION AGENDA – None were identified.

ITEMS FOR NEXT COMMUNICATIONS COMMITTEE AGENDA – Ad Hoc Committee Review of Summer Outreach Activities, Fund Raiser at Oliphant Brewing. Other Fund Raiser Possibilities

ADJOURNMENT – A **motion** (Vanasse, Gherty) to adjourn. **Carried** with no opposition at ~ 7:45 p.m.

Respectfully Submitted,
Susan Heuiser, Secretary