

**MINUTES St. Croix Bike & Ped Trails Coalition Board of Directors  
City of New Richmond Civic Center, November 14, 2018, 6:30 p.m.**

**CALL TO ORDER** – André Johnson, Chairperson, called the meeting to order at ~ 6:30 p.m.

**STATEMENT OF PUBLIC NOTICE** – Johnson indicated the agenda was posted at the Town of Somerset Town Hall and on the Trails Coalition web site

**ROLL CALL**- Board members present were Susan Heuser, André Johnson, Pam Kaiser, Dave Mandel, Mark Vanasse and Marian Webber. Board members Mark Gherty and Andrew Lamers were absent as were alternate board members Ruth Steiner and Susan Stepka. Ben Heuser, Kyle & Janet Lindstrom and Jim Webber were also in attendance.

**ADOPTION OF AGENDA** – A **motion** (Marian Webber, Vanasse) 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 was no public comment.

**APPROVAL OF PRIOR MEETING MINUTES** – October 10, 2018 – A **motion** (Johnson, Susan Heuser) to approve the October 10, 2018, minutes as presented. **Carried** with no opposition.

**REPORTS** - from subcommittees and/or individuals about information gathered for the Board of Directors Communications Committee – Susan Heuser reported that work on the Communications Committee centered around completion of a *Power Point* presentation regarding the tourism benefits of trails and a press release policy. See details below in Items #4 #5.

Financial Report – Mark Vanasse discussed the November financial report presented to the board members. There were no questions.

Healthier Together – Marian Webber and Susan Heuser reported on this committee’s Walk to School Day work and continued efforts to get a wellness policy in all the schools in Pierce and St. Croix County.

Hwy 64 Trail Corridor Committee – Discussion about when this committee should next meet concluded that early in year 2019 when some ideas about how to proceed after the non-funding of the two trail TAP grant applications connecting to the Loop Trail is known.

Bench Project – Vanasse reported the artist/architect contracted to work with Houlton Elementary students on the design of this “gathering space” bench project has begun. A fund raising breakfast at the school was held in late October. More details as the student activities define and refine the plans of the space.

2018 TAP Grant Summary from WisDOT – A WisDOT document showing application rankings, entities serving a reviewers, total scores, etc. for the 2018 TAP grant award round was reviewed and discussed with regards to understanding the application and review process more fully.

WisDNR Western Prairie Master Plan – information was discussed regarding the various WisDNR holdings in the Western Prairie portion of the state. This area includes WisDNR lands largely in St. Croix County that comprise state parks, trails, wildlife areas, fishery areas/properties, state natural areas, wildlife habitats, prairie restoration areas, and others. The master plans for all the properties will be updated at once during this process. The survey for interested persons closed November 13, 2018. More informational meetings are planned in 2019 as the process moves forward.

Web Site and Facebook Report – As part of the communications discussion, Susan Heuser reported ~2500 visits to the Coalition web site over the last two months – up from the average. Also ~300 people following the Coalition *Facebook* page.

Others that may be available – No others were available.

**ITEMS** for discussion and/or action

1. Landing Hill Trail Study Payment Completion - Vanasse led the discussion regarding the status of the Phase 1 and work on Phase 2 of the Landing Hill Trail Study as completed by Warren White. He proposed to raise

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funds in the amount of \$3000 to complete payment for Phase 2 work accomplished to date. As one of the proposed methods to raise the money, he discussed a fund raisers at Oliphant Brewing in the spring of 2019. Vanasse would seek other outside donations and did not think any more of the Coalition's funds should be used for this project. A **motion** (Vanasse, Marian Webber) to have a fund raiser at Oliphant and contributions designated 100% to Warren White. **Carried** with no opposition.

2. Recommendation from Communication Committee to Increase the Committee Membership by Adding 2 Alternate Positions – Changes to the Communication Committee Charter allowing for two alternates to serve on the Committee in absence of Committee members were discussed. A **motion** (Vanasse, Mandel) to add two alternates to the Communication Committee. **Carried** with no opposition. Susan Heuser will update the charter and provide it to the board members.
3. Update and Possible Action on Availability of Board of Directors and Alternate Seat on the Board of Directors – Susan Heuser reported that Kyle Lindstrom had responded to the request for a letter of interest in the Board of Directors seat. Lindstrom's was the only response received. Following discussion, a **motion** (Johnson, Vanasse) to nominate Kyle Lindstrom for the open seat on the board. No further nominations were made. **Carried** with no opposition. A **motion** (Johnson, Vanasse) to approve Kyle Lindstrom to fill the open seat on the board. **Carried** with no opposition. There were no letters interest received for the Alternate Seat on the Board so no action was taken on that item.
4. Recommendation of Addition of a Press Release Policy to the Standard Policies document used to govern the Coalition AND Other Changes to the Standard Policy Document – Discussion centered around the proposed changes to the *Standard Policy* document that helps govern the Trails Coalitions actions. Susan Heuser detailed discussions at the last few Communications Committee meetings where a press release policy was developed. Following discussion, amendments were made to that portion of the proposed changes. Other changes in the nature of updating the *Standard Policy* were also discussed and some amended. Ultimately, a **motion** (Marian Webber, Kyle Lindstrom) to adopt the proposed changes as amended at this meeting. **Carried** with no opposition. The Communications Committee will continue to refine details of the press release policy.
5. January Meeting with St. Croix County Economic Development Corporation – The *Power Point* presentation being developed by the Communications Committee regarding the tourism benefits derived from trails was reviewed with suggestions made by board members. An ad hoc committee will continue work on the presentation as well as a hand out. Information will be submitted to board members for review and comments before the January meeting with SCC EDC.
6. Establish Funding/Support Stream and Outreach Documents – The United Way *giveBIG* program, a way to donate to the Coalition on line and several other fund raising techniques were discussed as were specific areas of interest for fund raising. Vanasse will develop a list of for donation projects to pursue and investigate the logistics of donating to the Coalition on line for the January board meeting.
7. Set next meeting date – December 12, 2018 OR January 9, 2019 – The next meeting was set for **January 8, 2019**, following the meeting with St. Croix County EDC.

**ITEMS FOR NEXT BOARD of DIRECTORS AGENDA** – List of Donation Objectives, Online Donation Possibilities,

**ITEMS FOR NEXT COMMUNICATIONS COMMITTEE AGENDA** – Press Release Policy Details

**ITEMS FOR NEXT COALITION AGENDA** – None identified at this time.

**ADJOURNMENT** – A **motion** (Vanasse, Kyle Lindstrom) to adjourn. **Carried** with no opposition at ~ 8:20 p.m.

Respectfully Submitted,  
Susan Heuser, Secretary