

**MINUTES St. Croix Bike & Pedestrian Trail Coalition Communication Committee
County Market Community Room, November 5, 2018, 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 Trails Coalition’s web site.

ROLL CALL – Members present were Mark Gherty, Susan Heuser, Andrew Lamers and Tim Witzmann. Members absent were André Johnson, Susan Stepka and Ruth Steiner. Also present were Ben Heuser and Mark Vanasse.

ADOPTION OF AGENDA – A **motion** (Lamers, Gherty) 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. Susan Heuser and Vanasse reported on a WisDNR meeting earlier in the evening regarding updating master plans for the Western Prairie section 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. There is an online survey to complete regarding this process. Last day to comment is November 13th.

Gherty reported on a meeting with Bill Rubin of the St. Croix Economic Development Corporation regarding economic development related to trails. More discussion under Item # 1.

APPROVAL OF PRIOR MEETING MINUTES – October 1, 2018 – A **motion** (Witzmann, Gherty) to approve the October 1, 2018, minutes as presented. **Carried** with no opposition.

REPORTS - from individuals about information gathered for the committee – There were no reports.

ITEMS for discussion and/or action

1. Presentation to St. Croix County EDC – proposed date November 13, 2018 at 5 p.m. – Discussion about this topic centered around updates to an earlier outreach Power Point and handout regarding the economic potential and impact of trails in a region. Topics discussed included history of actions in St. Croix County including the bike and ped plan passed in 2017, other geographic areas to highlight regarding the impact of trails on a local economy, other organizations to partner with to get word out about trail economic potentials, how to plan coordinated construction of trails, funding sources for local units of government and trail construction, various kinds of events that could aid in information distribution and others.
ACTION TAKEN - Gherty will review the literature and work on the PPT presentation and handout document before presenting it for review by the Communications Committee for comments. The Coalition is scheduled to meet with the St. Croix Economic Development Corporation at its January meeting to discussion options.
2. Details of Press Release Policy – Topics may include – Discussion about this topic focused on proposed changes to the *Standard Policies* document that governs action by the Coalition and did not directly focus on the topics below. Discussion included suggestions regarding inclusion of the Coalition *Facebook* page into the policy and suggestions that Coalition members and others submit items for inclusion on the *Facebook* page. Consensus among the group was to pass the *Standard Policies* document on to the Board of Directors for consideration.
 - Venues,
 - Methodology,
 - Member Responsibilities

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- Others that may occur

3. Method(s) of Outreach to Students – This item was not discussed.
4. E-bicycling as a Community Ed Class; Bicycling – Witzmann is continuing to work on this possible class.
5. Badge at Andersen Scout Camp – This topic was not discussed.
6. Set next meeting date December 3, 2018 OR January 7, 2019 – The Committee will meet next at the January 8, 2019, presentation at the St. Croix County Economic Development Corporation meeting presentation.

ITEMS FOR NEXT BOARD of DIRECTORS AGENDA – January Meeting with St. Croix County Economic Development Corporation, Press Release Policy, Outreach Documents

ITEMS FOR NEXT COALITION AGENDA – Nothing presented at this time.

ITEMS FOR NEXT COMMUNICATIONS COMMITTEE AGENDA – E-bicycling class, Communications Plan

ADJOURNMENT – A **motion** (Gherty, Lamers) to adjourn. **Carried** at ~ 8:00 p.m. with no opposition.

Respectfully Submitted,
Susan Heuiser, Secretary