

## MINUTES St. Croix Bike & Pedestrian Trail Coalition Communication Committee County Market Community Room, April 2, 2018, 7:00 p.m.

**CALL TO ORDER** – Tim Witzmann, Chairperson, called the meeting to order at ~ 7:15 p.m.

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

**ROLL CALL** - Communication Committee members present were Susan Heuser, André Johnson, Ruth Steiner, Susan Stepka, and Tim Witzmann. Committee members absent were Mark Gherty and Andrew Lamers. Also present was Ben Heuser.

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

**PUBLIC COMMENT** – Opportunity for comments on subjects not on the agenda when recognized by the presiding officer. Johnson proposed the *giveBIG SCV* program be advertised by the Coalition. Discussion produced general consensus that the issue should be reviewed by the full Board at the April 11<sup>th</sup> meeting which would allow time for promotional activities before the single day of giving arrived. It was also suggested that the program's advocates come to a Board of Directors meeting so the Trails Coalition could consider preparation for participating in the 2019 program.

**APPROVAL OF PRIOR MEETING MINUTES** – January 8, 2018 – A **motion** (Johnson, Steiner) to approve the January 8, 2018, minutes. **Carried** with no opposition.

**REPORTS** - from individuals about information gathered for the subcommittee. There were no reports.

### ITEMS for discussion and/or action

1. Community Education Classes in Hudson and New Richmond – Witzmann indicated he was not available to assist Gherty with logistics for the Hudson class on April 5<sup>th</sup>. Stepka indicated she would be available to do that and will contact Gherty. Witzmann will be available for the New Richmond class on April 10<sup>th</sup>. Reports will be made to the Board of Directors after the classes are complete, specifically regarding how this kind of activity works as an outreach tool.
2. Bicycle Summit – Witzmann discussed details of a March 14<sup>th</sup> meeting regarding the yearly trail summit included as a part of St. Croix County's bike & ped plan. Few details are available yet but this Communications Committee could be involved in the organization of the events. There was discussion about aggressive, early and often publication of opportunities for information about trails and what formats that would take. More discussion and possible meetings as the exact nature of the summit plan emerge.
3. Goals and Objectives Update – The October 2015 *Goals and Objective* document, which guides how the Trails Coalition conducts business, was updated for the Board of Directors' review. The actions of the meeting were rolled into one motion as follows: a **motion** (Johnson, Witzmann) to bring to the full Board for approval [1] payment of Warren White's invoice once it is submitted, [2] then begin a series of press releases about the Coalition meeting its goals to build trails and [3] then communicate to members about a trail opportunity in the *give BIG SCV* on April 24<sup>th</sup>. **Carried** with no opposition.
4. Possible Changes to Committee Membership – Witzmann indicated his role with the Trails Coalition and its Communication Committee could change if he is elected to the Town of Somerset Town Board on April 3<sup>rd</sup>. Possible conflict of interest issues could arise between the two organizations. He will update the Trails Coalition after consulting with the Town.
5. Set next meeting date August 6<sup>th</sup> or September 10<sup>th</sup> – The next scheduled meeting was set for **August 6, 2018** pending possible earlier meetings regarding the bike and ped summit discussed in Item #2.

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**ITEMS FOR NEXT BOARD of DIRECTORS AGENDA** – Goals and Objectives Update Recommendations, *giveBIG SCV* advertisement, Authorization to Pay Warren White’s Invoice for Stage 1 of the Landing Hill Study of Hwy 64

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

**ITEMS FOR NEXT COMMUNICATIONS COMMITTEE AGENDA** – Outreach Efforts, Summit Planning

**ADJOURNMENT** A **motion** (Johnson, Steiner) to adjourn. **Carried** with no opposition at ~ 8:15 p.m.

Respectfully Submitted,  
Susan Heuser