

**MINUTES St. Croix Bike & Pedestrian Trail Coalition Communication Committee
City of New Richmond Civic Center, November 4, 2019, 6:30 p.m.**

~~Strike Through indicates a Correction to the Agenda as Published.~~

CALL TO ORDER - Mark Gherty, Chairperson, called the meeting to order at ~ 6:35 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 – Members of the Committee present were Mark Gherty, Susan Heuser, André Johnson, Tim Witzmann and Alternate Mark Vanasse. Committee member Andrew Lamers was absent. Also attending were Janet Lindstrom and Ben Heuser.

ADOPTION OF AGENDA – A motion (Johnson, Witzmann) 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 – ~~– May 14, 2019~~ – September 4, 2019 – A **motion** (Johnson, Gherty) to approve the September 4, 2019, minutes. **Carried** with no opposition.

REPORTS - from individuals about information gathered for the committee

Polk County Tourism Conference – Gherty indicated the Polk County gathering had been well organized, informative on several tourism issues and the Loop Trail presentation by St. Croix and Washington Counties was well received. The new Secretary of Tourism designee, Sara Meany, was present and engaged in the discussions.

Beyond the Loop Initiative – Susan Heuser reported the *Beyond the Loop* group would meet the evening following this meeting so more information would be available at the Board of Directors meeting.

Rotary Grant Application Status – Gherty reported the Rotary Finance Committee will meet November 8, 2019, and he will have more to report after that meeting.

Hwy 64 Corridor Three Municipalities Meeting Regarding MLS Grant Application – Johnson reported on an organizational meeting between the Town & Village of Somerset and the Town of St. Joseph to work cooperatively toward designating a trail from the Loop Trail to the Village of Somerset. Vanasse reported good discussion among the municipalities, several issues identified but general consensus to support any grant application(s) the other communities might make. There was also a Resolution developed that each community would have their board pass supporting a single trail designation along the route. Many more details need to be finalized before the December 6th deadline for the Multi-Modal Local Supplement (MLS) grant application.

Others – No other reports were heard.

ITEMS for discussion and/or action

1. Bicycle Hitch/Rack Initiative – Gherty talked about this initiative as being a cooperative effort between the Trails Coalition and WITC and the plan to use the Rotary grant moneys to fund the current proposed placement locations of ~ 10 bike racks within the Hudson School District limits. More details will follow as information about the grant application is received. Johnson will contact WITC to get this on the calendar for the spring welding class.
2. Union Pacific Railroad Trestle and Accompanying Property – Gherty reported a positive response from his visit to the Phipps Foundations regarding funding for this project. There needs to be more clarification of several items before any grant application can be submitted. Work toward getting those issues better defined will continue.

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3. Recommendation Regarding Applicant for Communications Committee Seat – A message from Lindstrom regarding her interest in a seat on the Communications Committee was reviewed by the Committee members. A **motion** (Vanasse, Witzmann) to recommend the Board of Directors appoint Janet Lindstrom to the Communications Committee. **Carried** with no opposition.
4. Communication Plan
 - a) Bicycle Summit – Gherty discussed several ideas for holding a summit with the following parameters. The *St. Croix County Bicycle and Pedestrian Plan* states clearly that St. Croix County, in conjunction with other organizations, should hold a yearly bicycle summit. To get other organizations involved that have an interest in the benefits of trails to the County, Gherty thought several other organizations should be included in the planning. See ACTION TAKEN right above *Item #5* below.
 - b) Collaboration with Hudson Chamber of Commerce - Gherty reported that the Hudson Chamber of Commerce and Tourism Bureau does not want to organize this event without collaborators.
 - c) Collaboration with Hudson St. Croix County Economic Development Corporation (SCC EDC) – Gherty reported there is grant money from the SCC EDC and it would be wise to apply for moneys to be used to hold a cooperatively planned summit with the SCC EDC, St. Croix County Community Development Department and other organizations that might be interested in planning the event. Details were suggested but would depend on getting the organizers to the table to finalize those items. An April date was the initial timeline proposed
 - d) Tourism various events/marketing – Gherty reported an effort to work with Representative Zimmerman to return the Tourism Information Center to the Hudson area.
 - e) Review and Recommendation Regarding EDC Outreach Document – The current document was discussed briefly. Changes and additions will be made to the document as discussed.
- ACTION TAKEN: After the discussion of all points, a **motion** (Gherty, Johnson) to a recommend to the Board that a proposal be made to the SCC EDC to hold an Economic Development, Tourism, Bicycle summit in collaboration with the SCC EDC and St. Croix County Community Development Department in April 2020. **Carried** with no opposition.
5. Other(s) – Lindstrom reported that the Town of St. Joseph had an informational booth at the Houlton Elementary Bazaar regarding the new St. Joseph Nature Preserve. Residents visiting that booth had three questions – 1) Where is the Nature Preserve?, 2) Where is it from my home?, 3) Are there trails there? – a good indication of the desire for trails in the area.
6. Set next meeting date – January 6, 2019 – The next Committee meeting was set for **January 6th, 2020**.

ITEMS FOR NEXT BOARD of DIRECTORS AGENDA – Appointment of Janet Lindstrom to the Communications Committee, Summit Collaboration Proposal for April 2019,

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

ITEMS FOR NEXT COMMUNICATIONS COMMITTEE AGENDA - Summit Collaboration Proposal for April 2019, Bicycle Hitch/Rack Initiative, Union Pacific Railroad Trestle and Accompanying Property, WI Lift and Loop

ADJOURNMENT – A **motion** (Johnson, Gherty) to adjourn. **Carried** with no opposition at ~ 7:40 p.m.

Respectfully Submitted,
Susan Heuiser