

**MINUTES St. Croix Bike & Pedestrian Trail Coalition Communication Committee
New Richmond Civic Center, May 1, 2017 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, Andrew Lamers, and Tim Witzmann. Committee member Mark Vanasse was absent. No others were present.

ADOPTION OF AGENDA – A **motion** (Lamers, Johnson) 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. Witzmann led a discussion about a grant opportunity through St. Croix County’s Economic Development Corporation (EDC). There is \$1500 available to each county in Momentum West’s region for a program that would support entrepreneurial efforts in each of the region’s counties. A document with two proposals from the Coalition, one for a trails map and one for a forum of St. Croix County municipalities and local businesses to learn what economic potential trails can produce, was reviewed and discussed in detail.

Discussion items regarding a proposed map included, 1) the difficulty in selling advertisements to business establishments on a map when, for instance, *Google Maps* contains those same references perhaps free to the businesses, 2) the liability associated with errors that might be on a map, 3) Lamers indicated a willingness to develop the map outside of a grant application since he does similar preparations for Pathways, 4) Lamers did caution that the “work” to develop a map is in coming to agreement about what should be on the map, not the actual creation of the map, 5) Lamers indicated a fairly reasonable cost to print a professional, very detailed map, perhaps \$.30 - .35 per map for a larger order (1500 or more), 6) placement of the maps would be at local businesses and at the Loop Trail kiosks when they are ready for use, and 7) other items.

Discussion items regarding an economic development forum included, 1) strong need to talk about how bicycles and trails affect the economic climate of a region, 2) suggested speakers included a group from the Elroy Sparta Trail in central Wisconsin, a group from Lanesboro, Minnesota, Executive Director of the Wisconsin Bike Fed, 3) timing for such an event was suggested for the fall of 2017, perhaps the same weekend as River Valley Trails’ Autumn Trek bicycle ride and River Falls’ Bacon Bash, 4) coordination with St. Croix County as the annual/semi-annual *Summit* included in the updated bike and ped plan is implemented, 5) costs for this type of forum could include speaker’s fees, mileage, overnight accommodations, venue rental, food/refreshments, etc. and 6) other items to be determined during the planning process.

CONCLUSION: The consensus on the Committee was to recommend this grant application for consideration by the entire Board of Directors at its May 10th meeting, noting that the suggested wordings for applications are due May 12th in St. Croix County’s EDC office.

Further the committee would recommend that the Board submit documentation for only the economic development portion of the proposed document and apply any granted funds toward a forum rather than a map with the strong feeling that a map could be developed through a separate means more easily and perhaps more cost effectively.

Susan Heuser suggested entertaining additional ideas for the grant funds if there were any presented.

Finally, the Committee agreed that the goal of anything submitted for this grant would fall within the purview of “communications” so the Committee could function as the lead group for any implementation of the grant moving forward.

**MINUTES St. Croix Bike & Pedestrian Trail Coalition Communication Committee
New Richmond Civic Center, May 1, 2017 6:30 p.m.**

APPROVAL OF PRIOR MEETING MINUTES – January 9, 2017 – A **motion** (Lamers, Johnson) to approve the January 9, 2017, 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. Outreach Activities

- 2017 Events - Gherty confirmed the dates for Hudson’s RiverFest and will be in touch with the RiverFest committee for further details.
Discussion centered on which New Richmond activity the Coalition could participate in order to get information about the updated bike and ped plan out in that area. Lamers will follow up with details.
- Future Events – County Quarterly Newsletter, County Annual/Semi-Annual Summit, Others – There was general consensus on the Committee to recommend participation in these activities as St. Croix County develops its plans.

2. Fund Raiser Communications Efforts – Gherty suggested setting the dates for any fund raisers/forums and subsequently creating the flyers for those events so they can be available at summer outreach locations. Several restaurant locations in New Richmond were discussed as possible fund raising sites. The need for enthusiastic workers to accomplish communications goals was also discussed.

ACTION TAKEN: Lamers will obtain information about fund raising options in New Richmond. A **motion** (Gherty, Johnson) to suggest Ruth Steiner as a member of the Communications Committee. **Carried** with no opposition. Witzmann will contact Steiner to discuss the proposal. The Board of Directors must act on this recommendation.

3. Hwy 64 Trail Corridor Communications Efforts – Discussion centered around having maps of the 5 priority trail designations in St. Croix County’s updated bike & ped plan available for discussion at all outreach locations. A laminated map of the area of the event asking visitors to mark where they currently bike or would like to bike was also suggested.

4. Larger Regional Trail Communication Efforts – Susan Heuiser discussed a larger effort to connect St. Croix County’s trails to surrounding counties on both sides of the St. Croix River indicating this project has a longer time frame to it.

5. Identification of Fund Raising Goals/Recipient Projects – Consensus on the Committee was to recommend that fund raising goals should focus solely on the Art Bench Project to be located on the Trail Head of the Loop Trail until that goal is met.

6. Other Communications Issues – There were no other issues presented.

7. Set next meeting date – Pending any summer activities requiring a meeting, the next scheduled meeting of the Committee is August 28th.

ITEMS FOR NEXT BOARD of DIRECTORS AGENDA – Momentum West Grant Application, 2017 Summer Outreach Details, Coalition Participation in the County Quarterly Newsletter and Summit, Addition to the Communications Committee, Fund Raising Goals

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

ITEMS FOR NEXT COMMUNICATIONS COMMITTEE AGENDA – Outreach Efforts

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

Respectfully Submitted,
Susan Heuiser, Secretary