

**MINUTES St. Croix Bike & Pedestrian Trail Coalition Communication Committee
County Market Community Room, August 28, 2017, 6:30 p.m.**

CALL TO ORDER – André Johnson called the meeting to order at 6:55 p.m. in the absence of Chairperson Tim Witzmann.

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

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

ADOPTION OF AGENDA – A **motion** (Gherty, Lamers) 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. There were no public comments.

APPROVAL OF PRIOR MEETING MINUTES – May 1, 2017 – A **motion** (Lamers, Gherty) to approve the May 1, 2017, minutes as presented. **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 Efforts Review** – An in depth discussion occurred about each event with specifics noted below. The discussion centered on whether these were the venues the Coalition needs to concentrate on in the future.

- Hudson Hot Air Affair – This is a winter event that appears to be declining in attendance. However, the foot traffic is from a wider area of Wisconsin and Minnesota than other events.
- New Richmond Art Fair – Large attendance at this event. Many people stopping for information especially about the New Richmond area trails infrastructure.
- Somerset Pea Soup Days – Weather was a negative factor at this year’s event with not many attendees in general nor at the Coalition information table.
- Hudson RiverFest – Weather caused fewer attendees in addition to not as many non-profits in attendance at the designated night for those organizations. Some discussion about the possibility of participating on another night of the event or at other events throughout the year in Hudson.
- Stillwater Bridge Closing Event – This was a one time, last minute event with a loose organization to it. Consensus was that it was important to be a part of the event to keep a good connection to Stillwater and Washington County.

2. **How to Move Forward with Outreach Efforts**

- Report on web site, Facebook and email - Susan Heuser reported 348 contacts in the email system, approximately 300 of whom regularly receive messages, 263 followers on the Facebook page and 2330 hits on the web for August site by August 27th – an all-time high. General consensus was that record number was likely due to internet users searching for details about the St. Croix River Crossing Bridge opening.
- Other Types of Outreach – During the course of the discussion a number of different ways to do outreach were discussed as listed below.
 1. General overall focus – 1) What’s the message?, 2) What is being sold?, 3) What is being told?.
 2. Go where the audience is receptive to trail information – 1) running and biking events/runs/races, 2) athletic Events, 3) contact snowmobiling organizations to work cooperatively, 4) 1 or 2 large summit gatherings per year where information is provided to potential trailer builders, 5) get

**MINUTES St. Croix Bike & Pedestrian Trail Coalition Communication Committee
County Market Community Room, August 28, 2017, 6:30 p.m.**

information out on the St. Croix Rive Crossing Loop Trail and other locations where lots of people will be gathered, 6) “guerilla marketing” – putting messages in chalk on trails to attract people to contact the Coalition

3. Baldwin Chili Cook Off – September 30, 2017 – Lead Person Needed – Several members are checking their availability for this event.
4. Other Communications issues – None were identified.
5. Set next meeting date September 25, 2017 – The next meeting date was set for September 25, 2017, at 7 p.m. at the New Richmond Civic Center.

ITEMS FOR NEXT BOARD of DIRECTORS AGENDA –Suggestions Regarding Moving Forward with Outreach Efforts,

ITEMS FOR NEXT COALITION AGENDA- None at this time.

ITEMS FOR NEXT COMMUNICATIONS COMMITTEE AGENDA – Outreach Efforts

ADJOURNMENT – A motion (Gherty, Lamers) to adjourn **carried** with no opposition at ~ 7:45 p.m.

Respectfully Submitted,
Susan Heuser, Secretary