

**MINUTES St. Croix Bike & Pedestrian Trail Coalition Communication Committee
County Market Community Room, 2310 Crest View Dr., Hudson - January 9, 2016, 6:30 p.m.**

CALL TO ORDER - Tim Witzmann, Chairperson, called the meeting to order at ~ 6:38 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 André Johnson, Ben & Susan Heuser, Mark Vanasse, and Tim Witzmann. Committee members absent were Mark Gherty and Andrew Lamers. No others were present.

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

PUBLIC COMMENT – Vanasse suggested inviting Steve Peterson from Hammond to the February 8th Board of Directors meeting to discuss the possibility of his participation on the Board of Directors. Committee members were in agreement and Susan Heuser will follow up with Peterson.

APPROVAL OF PRIOR MEETING MINUTES – October 3, 2016 – A **motion** (Johnson, Vanasse) to approve the October 3, 2016 Committee 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. Possibility of a Larger Regional Coalition

The Committee first discussed the details of outreach efforts in 2017 as they relate to the entire county. Specific projects discussed were the Hudson Hot Air Affair, Somerset's Pea Soup Days, Somerset Library Bicycle Event, Hudson's RiverFest Celebration, New Richmond's National Night Out, and Baldwin's Chili Cook-Off. Following the discussion, a **motion** (Ben Heuser, Vanasse) to recommend to the Board of Directors that the Coalition participate in all the discussed events. **Carried** with no opposition. **ACTION PLAN:** Susan Heuser will follow up with the Hudson Hot Air Affair organizers and Vanasse will coordinate with the Somerset Library & organize the Somerset Pea Soup Days participation. There was also discussion of participating in other events as opportunities might arise.

Vanasse and Susan Heuser discussed some details of a Washington County meeting of various recreational organizations, municipality & county staff & elected officials, and interested groups they attended in December. It was noted that St. Croix County officials and staff were also present. In general, a good discussion was held about various initiatives underway in both Minnesota and Wisconsin. . Consensus on the Committee was to discuss this further at the Board of Director's meeting on February 8th.

Some preliminary details of a larger regional trail organization/consortium along both sides of the St. Croix River were discussed. Consensus on the Committee was to discuss this further at the Board of Director's meeting on February 8th.

2. Grant and Fund Raising Amounts in the Proposed Budget

- **Bench Project** – Vanasse discussed preliminary details of the Bench Project proposed for the Loop Trail. Both Houlton Elementary and the Phipps Center are involved in the planning process to get a proposal to St. Croix County regarding this project. There will be more to report at the February 8th Board of Directors meeting. The Coalition anticipates fund raising for this project when it is more clearly defined.
- **Hwy 64 Marketing Plan** - A Buffalo County trail plan was briefly reviewed and discussed as an example of a tool to be used by Hwy 64 Corridor communities in fund raising and marketing efforts for trails. Discussion centered around the possibility of a similar but smaller scoped document to be used by

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corridor communities. Possible vendors to complete this project, cost estimates and funding details were discussed. Consensus on the Committee was to discuss this further at the Board of Director's meeting on February 8th.

- Other Possibilities – Vanasse discussed in depth details of the fundraising line items on the approved 2017 Coalition Budget. Consensus on the Committee was to discuss this further at the Board of Director's meeting on February 8th.

3. Best Methods for Fund Raising

- Raffles – The discussion was about whether to renew the Coalition's Class A and Class B raffle licenses in 2017. Consensus on the Committee was to recommend that the Board of Directors renew both licenses in 2017 to assure being ready for a fund raising opportunity that might present itself in the coming year and beyond.
- Other Possibilities – Susan Heuser discussed details as they are presently known about a possible bingo proposal that was offered to the Coalition. Consensus on the Committee was to put this item on the agenda for a decision at the February 8th Board of Directors meeting when more details will likely be known.

- 4. Set next meeting date** – The next two meeting dates for 2017 were set, namely **April 3, 2017** and **August 28, 2017**

ITEMS FOR NEXT BOARD of DIRECTORS AGENDA – Outreach Activities, Larger Regional Trail Organization, Hwy 64 Marketing Plan, Trail Head Bench Project, 2017 Budget Details, Raffle Renewals, Bingo Proposal, Identification of Fund Raising Goals/Recipient Projects

ITEMS FOR NEXT COALITION AGENDA – None identified.

ITEMS FOR NEXT COMMUNICATIONS COMMITTEE AGENDA – Outreach Details

ADJOURNMENT – A **motion** (Vanasse, Johnson) to adjourn. **Carried** with no opposition at ~ 8:30 p.m.

Respectfully Submitted,
Susan Heuser, Secretary