

**MINUTES St. Croix Bike & Pedestrian Trail Coalition Communication Committee  
Hudson Library, 700 First Street, Hudson, Wisconsin – October 3, 2016, 6:30 p.m.**

**CALL TO ORDER** – Tim Witzmann, Chairperson, called the meeting to order at 6:32 p.m.

**STATEMENT OF PUBLIC NOTICE** – The agenda was posted on the Coalition web site.

**ROLL CALL** – Committee members present were André Johnson, Ben & Susan Heuiser, Mark Vanasse, and Tim Witzmann. Committee members absent were Mark Gherty and Andrew Lamers. No others were present.

**ADOPTION OF AGENDA** – A **motion** (Vanasse, Johnson) 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** – September 1, 2016 – A **motion** (Ben Heuiser, Johnson) to adopt the minutes for the September 1, 2016, meeting as presented. **Carried** with no opposition.

**REPORTS** - from individuals about information gathered for the subcommittee

Vanasse commented on the initial Hwy 64 Trail Corridor Committee meeting, indicating the meeting had gone well and getting information to St. Croix County about the trail along that corridor was crucial. The ensuing discussion led to clarifications that were needed. Susan Heuiser will follow up with questions to St. Croix County staff.

Susan Heuiser commented on Coalition Board member Marian Webber becoming the *Share and Be Aware* ambassador for the Wisconsin Bike Fed in the western region of the state. The *Share and Be Aware* program provides road safety information for all roads users.

**ITEMS** for discussion and/or action

1. Review of Summer Outreach Activities - Comments about each event were discussed as indicated below.
  - **Pea Soup Days** – Vanasse led the discussion about this Somerset gathering recommending continuance of participation in the community celebration.
  - **Somerset Library** – Johnson led the discussion about this event jointly sponsored by Community Ed and the Somerset Library summer programming. Approximately 80 kids were involved in activities at 4 stations that included turn signals, bike maintenance (provided by River Valley Sports), helmet fitting, and general biking safety. Ten helmets donated by the Somerset Lions Club were given away. Johnson recommended participation in this event again.
  - **Hudson RiverFest** – Both Heuiser's reported a very hot evening at the nonprofit night of the RiverFest celebration. Attendance of both nonprofit organizations and residents was down from the prior year but discussion among those who were at the booth that evening indicated this is an outreach effort that should continue.
  - **New Richmond National Night Out** – The evening of this gathering was again a very hot and humid evening impacting attendance. Once again, however, discussion among those present at the booth that evening indicated this is an outreach effort that should continue.
  - **Baldwin Chili Cook Off** – Both Heuiser's reported a lot of people at this community celebration and strong evidence of a supportive biking community there. How to get an advocacy organization going in that community remains a challenge, however.
  - **Others That May Be Available** – There was general discussion and strong recommendations from the group that participation in the **Hudson Hot Air Affair** should continue. General consensus was that there is a lot of foot traffic through that event each year providing an excellent outreach opportunity.

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2. Fund Raiser at Oliphant Brewing Report – A general report of receipts, expenses and profit was discussed. Vanasse suggested moving the date to the end of September when summer activities would be more likely to be completed and a change to the refreshments provided.
3. Fund Raiser Event Possibilities – Vanasse will get further information about the possibility of a meat or other type of raffle and have it available for the Board of Directors at its October 12<sup>th</sup> meeting.
4. Future Committee Activities – Discussion involved what the Communications Committee activities had been in the past and how the Committee sees proceeding in the future. As the Trail Coalition has gotten started as an organization, the Communications Committee has taken on a variety of responsibilities including:
  - developing the Mission Statement, Goals & Objectives, Logo and Tag Line;
  - hosting speakers on trail topics of interest as St. Croix County waited for notification regarding its TAP grant application;
  - taking an informational booth to various community celebrations;
  - participating in the County's *Meeting in a Box* program to get information out to county organizations about the update to the County's Bike & Ped Plan; and
  - other tasks deemed necessary by the Board of Directors.

There was general consensus among committee members present about recommendations to the Board of Directors about how this Committee should proceed into the future as follows:

- As discussed under Item 1, outreach to community events should continue, particularly in those communities where information has previously been made available.
- With so many of the required pieces to accomplish the outreach in place already, a reduced meeting schedule was suggested with the first Monday of January, April and September being optimum.
- Fund raising responsibilities for the Coalition should be at the Board of Directors level.
- Further discuss the options for informational speaker ideas with the emphasis related to increasing attendance at these events. The possibility of hosting only 2 events per year was also proposed as a discussion item at the Board of Directors level.

5. Set next meeting date – January 9, 2017

**ITEMS FOR NEXT BOARD of DIRECTORS AGENDA** – Future Communications Committee Actions & Meeting Schedule Recommendations, Speakers with Trail Topics Expertise – Timing and Increased Attendance

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

**ITEMS FOR NEXT COMMUNICATIONS COMMITTEE AGENDA** – Preparation for the 2017 Outreach Season

**ADJOURNMENT** – A **motion** (Vanasse, Johnson) to adjourn. **Carried** with no opposition at ~ 7:36 p.m.

Respectfully Submitted,  
Susan Heuiser, Coalition Secretary