

**MINUTES St. Croix Bike & Pedestrian Trail Coalition Communication Committee
City of New Richmond Civic Center, New Richmond, WI - January 8, 2018, 6:30 p.m.**

CALL TO ORDER – Tim Witzmann, 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 Coalition web site.

ROLL CALL – Communication Committee members present were Mark Gherty, Susan Heuiser, Susan Stepka, and Tim Witzmann. Committee members absent were André Johnson, Andrew Lamers, and Ruth Steiner. Also present were Ben Heuiser and Mark Vanasse.

ADOPTION OF AGENDA – A **motion** (Gherty, Stepka) 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. Gherty noted a City of Hudson proposed plan to include trails in the Hanley Road area of the City.

Gherty also noted the Hudson Chamber of Commerce’s Spring Showcase as means of outreach but indicated uncertainty about what the Trail Coalition message would be at such an event.

Witzmann referred readers to an article in Sunday, January 7, 2018, *Pioneer Press* about a trail trip from Pittsburg to Washington D.C.

APPROVAL OF PRIOR MEETING MINUTES – November 6, 2017 – – A **motion** (Gherty, Stepka) to approve the November 6, 2017, minutes as presented. – **Carried** with no opposition.

REPORTS - from individuals about information gathered for the subcommittee – There were no reports presented.

ITEMS for discussion and/or action

1. Review of Committee Mission Statement – The Communications Committee charter was reviewed with particular attention paid to the *Purpose* and *Goals* sections. The Committee saw no changes that needed to be recommended to the Board of Directors. In addition, the *Coalition Goals and Objectives* were quickly reviewed. The Committee noted some updating that might be needed in the near future to that document.
2. 2018 Outreach Planning
 - Community Ed Classes – Gherty indicated that two Community Ed classes have been scheduled – April 5th in Hudson and April 10th in New Richmond. Details about the class include
 - 90 minute class
 - Content focused on safety, etiquette and proper gear
 - Other Coalition people invited to participate
 - More details available at the February Board of Directors meeting
 - Stepka indicated interest in a different kind of class encouraging bicyclists using the Loop Trail to visit Wisconsin and its amenities.
 - Bicycle Summit – Witzmann indicated he had a preliminary discussion with Brett Budrow at St. Croix County about the possibility of a *summit* as mentioned in the St. Croix County Bike & Pedestrian plan to build awareness of the plan itself and the benefits of trails to the County. Budrow will attend the Board of Directors meeting on January 10th to further define what might be included in such a summit. In anticipation of that meeting, the committee discussed potential details as follows.
 - Anticipated audience.
 - Timing of the event.

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- Possible topics mentioned were 1) Economic Development and Tourism, 2) Bike & Ped Plan overview, 3) Individual community plan sharing information to facilitate coordinated trail efforts. Vanasse also discussed perhaps a separate meeting with stakeholders & County officials and staff to discuss priority designations, funding strategies, etc.

ACTION PLAN: Susan Heuser will look for the *summit* references in the Bike and Ped Plan for review by the Coalition Board.

CONCLUSION: The Committee anticipated listening to what Budrow was considering before moving forward with any specific areas/details the Coalition could consider participating in.

- Others – No other outreach possibilities were discussed.
3. Other Items as Available – There were no other items presented for discussion
 4. Set next meeting date - February 5, 2018 – The next meeting was tentatively set for **April 2, 2018** dependent upon the necessity of an earlier meeting.

ITEMS FOR NEXT BOARD of DIRECTORS AGENDA – Report regarding Community Ed Classes, Report regarding a possible Bicycle Summit, Review Date of February Board of Directors meeting possible conflict with Ash Wednesday, Review Coalition Goals and Objectives in the near future

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

ITEMS FOR NEXT COMMUNICATIONS COMMITTEE AGENDA – Outreach Activities

ADJOURNMENT – A **motion** (Gherty, Stepka) to adjourn **Carried** at ~ 7:50 p.m. with no opposition.

Respectfully Submitted,
Susan Heuser, Secretary