

MINUTES St. Croix Bike & Pedestrian Trail Coalition Communication Committee City of New Richmond Civic Center, March 4, 2019, 6:30 p.m.

CALL TO ORDER - Mark Gherty, Chairperson, called the meeting to order at ~ 6:30 p.m.

STATEMENT OF PUBLIC NOTICE - Gherty indicated the agenda had been posted at the Town of Somerset Town Hall and on the Coalition web site.

ROLL CALL - Committee members present were Mark Gherty, Susan Heuser, André Johnson, Andrew Lamers and alternate member Mark Vanasse. Members absent were Ruth Steiner, Susan Stepka and Tim Witzmann. Also present was Ben Heuser.

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 – February 11, 2019 – A **motion** (Johnson, Lamers) to approve the February 11, 2019, minutes as written. **Carried** with no opposition.

REPORTS - from individuals about information gathered for the committee
Vanasse reported on details of the fund raiser to be held on May 7, 2019, at Oliphant Brewing.
Lamers discussed his progress on creation of an online trail map for St. Croix County.

ITEMS for discussion and/or action

1. Recommendation to Board Regarding 2018 Communications Committee White Paper – After discussion of the White Paper, a **motion** (Johnson, Lamers) to approve the Communication Committee White Paper as written. **Carried** with no opposition.
2. Recommendation to Board Regarding Agenda Posting – After discussion, general agreement among the Committee that, once the Trail Coalition’s agendas and other messages are distributed, it is public information and therefore up to each recipient how that information is used. The Coalition will not be responsible for any postings since there are no posting requirements for the organization. General consensus was that this issue was obvious enough that the Board didn’t need to consider it.
3. Loop Trail Opening Celebration – Details known so far were discussed about the Loop Trail Opening Celebration. Mandel and Susan Heuser are the Coalition representatives to the Celebration Committee. Members of the Communication Committee are seeking information regarding several options for the August 2nd and 3rd event –those options to be submitted to the Celebration Committee as planning continues.
4. Trail Etiquette Flyer for Loop Trail Opening Celebration – A preliminary document with trail etiquette specifics was reviewed for content and suggestions were made. Work will continue fitting relevant information into a flyer format.
5. Communications Plan Specifics – After discussion of the various paths Coalition outreach could take, general consensus was that the Loop Trail Opening Celebration in addition to creation and installation of bike hitches/racks, working in conjunction with WITC, for installation around St. Croix County in places lacking such amenities should be the short term focus for Coalition outreach.
6. Press Release Policy Details – Some details about the mechanisms of the press release policy were finalized. In addition, a bike rack installation project in the Village of Star Prairie at Jewelltown Roastery was discussed as a good example of the types of events the Coalition will be getting out to the media.
7. E-Cycling Class – There was no discussion of this item.
8. Bicycle Badge at Fred C. Andersen Scout Camp – There was no discussion of this item.

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9. Set next meeting date April 1, 2019 or later – Next meeting set for **May 14, 2019 at 6:30 p.m.** at the New Richmond Civic Center.

ITEMS FOR NEXT BOARD of DIRECTORS AGENDA – Approval of Communications Committee White Paper

ITEMS FOR NEXT COALITION AGENDA – None presented.

ITEMS FOR NEXT COMMUNICATIONS COMMITTEE AGENDA – Loop Trail Opening Celebration, Bicycle Hitch Progress, E-cycling Class, Bicycle Badge at Fred C. Andersen Scout Camp, Trail Etiquette Flyer

ADJOURNMENT – A **motion** (Vanasse, Johnson) to adjourn. **Carried** with no opposition at approximately 7:45 p.m.

Respectfully Submitted,
Susan Heuser