

**MINUTES St. Croix Bike & Pedestrian Trail Coalition Communication Committee
City of New Richmond Civic Center, February 11, 2018, 6:30 p.m.**

Items in italics were added after publication of the Agenda

CALL TO ORDER – Mark Gherty, 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 – Committee members present were Mark Gherty, Susan Heuser, André Johnson and Andrew Lamers. Members absent were Ruth Steiner, Susan Stepka and Tim Witzmann. Also present were Mark Vanasse and Ben Heuser.

ADOPTION OF AGENDA – A **motion** (Johnson, 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. Lamers discussed beginning details of his plans to create an online trail mapping site for St. Croix County. Planning is in the preliminary stages and he requested input from Coalition members regarding what items would be desirable on that map. He will coordinate efforts with St. Croix County staff.

APPROVAL OF PRIOR MEETING MINUTES – January 8, 2019 – A **motion** (Johnson, Lamers) to approve the January 8, 2019, [Communications Committee portion of the joint meeting] minutes. **Carried** with no opposition.

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

ITEMS for discussion and/or action

1. Communications Plan – The Committee discussed several options for outreach moving forward. General consensus was that the near term focus for outreach should be the Loop Trail Opening Celebration and possible Bicycle Summit activities that could occur at or in close time proximity to the event. Preparations will depend on the role the Coalition will play in the event and that should become clearer shortly. More specific planning will occur as soon as information is available.
2. Press Release Policy - Specifics regarding this topic was discussed as indicated below.
 - Venues, - Newspaper, cable access TV, radio, etc. were discussed as possible venues. Members of the Committee will gather more information.
 - Methodology, - Precise actions will be determined when venues are selected.
 - Member Responsibilities, - Members of the Board of Directors as well as Communications Committee members will be offered the chance to contribute in the outreach activities.
 - Others that may occur – No further details were discussed at this time.
3. WI Tourism Dept. Request for Event Submissions for the Bike Fed Annual Wisconsin Ride Guide – Consensus to pass this information along to area organizations that host events. If a date for the Loop Trail Opening Celebration is known before the submission deadline, it will be submitted.
4. Recommendation for Board of Directors to Approve Communication Committee's White Paper for 2018
This item was not discussed.
5. Methods of Outreach to Students – Outreach efforts will continue with the Walk and Bike to School efforts of the Healthier Together organization and as opportunities may occur.
6. E-Cycling Class – This topic was not discussed.
7. Bicycle Badge at Fred C. Andersen Scout Camp - This topic was not discussed.
8. Others – Discussion centered on placing bike staples/racks in the Village of Star Prairie and other locales in the County lacking that amenity. A **motion** (Gherty, Lamers) to earmark funds for bike staples/racks for the Village of Star Prairie as a beginning project. **Carried** with no opposition.

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9. Set next meeting date The next meeting date was set for **March 4, 2019**, at the **New Richmond Civic Center**, 156 East First Street, New Richmond, at **6:30 p.m.**

ITEMS FOR NEXT BOARD of DIRECTORS AGENDA - Funds for Bike Staples/Racks, Trail Mapping Project and Possible Nonprofit Participation Needed

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

ITEMS FOR NEXT COMMUNICATIONS COMMITTEE AGENDA – Communications Plan Specific Details, Press Release Policy Details, E-Cycling Class, Bicycle Badge at Fred C. Andersen Scout Camp. Approval of 2018 Communication Committee White Paper

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

Respectfully Submitted,
Susan Heuser, Secretary