

MINUTES St. Croix Bike & Ped Trails Coalition
Joint Meeting of the Board of Directors and Communications Committee
County Market Community Room, 2310 Crest View Dr., Hudson, WI (In front of cash registers)
January 8, 2019, 6:30 p.m.

(Items in italics were added after the agenda was published.)

CALL TO ORDER – Andre Johnson, Coalition Chairperson, called the Board of Director’s meeting to order and Mark Gherty, Communications Committee Chairperson, called the Communications Committee meeting to order at ~ 6:40 p.m.

STATEMENT OF PUBLIC NOTICE - The agenda was posted at the Town of Somerset and on the Trail Coalition web page.

ROLL CALL – Board Members present were Mark Gherty, Susan Heuser, André Johnson, Pam Kaiser, Andrew Lamers (after 7 p.m.), Mark Vanasse and Marian Webber. Board member David Mandel and alternate board member Susan Stepka were absent.

Communication members present were Mark Gherty, Susan Heuser, André Johnson, Andrew Lamers, Ruth Steiner and Tim Witzmann. Member Susan Stepka was absent.

Mike Deneen II, Ben Heuser and Jim Webber were also in attendance.

ADOPTION OF AGENDA – A **motion** (Gherty, Vanasse) to merge the agendas together. **Carried** with no opposition. A **motion** (Vanasse, Lindstrom) 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. There was no public comment.

APPROVAL OF PRIOR MEETING MINUTES – **Board of Directors** November 14, 2018 - A **motion** (Vanasse, Lindstrom) to approve the November 14, 2018, minutes. **Carried** with no opposition.

Communications Committee November 5, 2018 – A **motion** (Gherty, Witzmann) to approve the November 5, 2018, minutes. **Carried** with no opposition.

REPORTS - from subcommittees and/or individuals about information gathered for the Board of Directors Communications Committee – Gherty highlighted the presentation to the St. Croix County Economic Development Corporation earlier in the evening. Tourism and other economic and community enhancement benefits from a strong trail network were discussed.

Financial Report – Vanasse discussed the 2018 end of year financial report. There were no questions. A **motion** (Gherty, Marian Webber) to accept the 2018 end of year financial report. **Carried** with no opposition.

Healthier Together – Susan Heuser reported that Healthier Together continues its work toward getting the Core 4 + principles in the elementary schools in St. Croix and Pierce Counties. Efforts to get wellness policies in the school districts in the two counties is also a high priority. In addition, there is work to provide a list of easily accessible and low cost outdoor activities for families and work to get those options easily available to the general public. Bike to School Day promotion is also being prepared.

Hwy 64 Trail Corridor Committee – Susan Heuser reported that a meeting in the near future to update all communities will be scheduled.

Bench Project – Vanasse reported on major steps in the planning process for the *gathering space* being planned as a part of the *Art Bench Trail* program of the Phipps Center for the Arts. Houlton Elementary students are working on the details of the proposed project with the artist/architect selected to lead this

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effort. The space will be located on the Loop Trail across from Houlton Elementary. Weather permitting, the project is scheduled to end at the close of the 2018-2019 school year.

Raffle Audit Official Report – Susan Heuser reviewed the official letters received from the Gaming Division of the Wisconsin Department of Administration regarding the September 25, 2018, audit of the two raffle licenses held by the Coalition. The reports indicated the Coalition is keeping the required records accurately and is in compliance with state raffle regulations.

St. Croix National Golf Cul-de-sac Property - Several people who were in attendance at the January 2, 2019, Town of Somerset Town Board meeting reported details of the Town Board discussion regarding WisDOT excess Right of Way property that is available for purchase. Since the next Town Board meeting regarding this matter will be in closed session, consensus among Coalition Board members was that a message should be sent to the Town Chairperson, Ed Schachtner, indicating Coalition support for the Town's purchase of the property for future use possibly as parking space or something else that would enhance the Town moving into the future. Details to be included in that message were discussed and Susan Heuser will send the message to the Town.

SCC Community Dev Committee – \$100,000 CIP Funds – Gherty reported on discussion by several people at the December 20, 2018, St. Croix County Community Development Committee (CDC) meeting urging the members to recommend that the County Board leave the \$100,000 designated for trail infrastructure in the Capital Improvement Plan (CIP). The CDC ultimately decided to discuss possibilities for the allocation of funds over the next several months to create a plan for expenditures. For now, the funds were left in the CIP as designated for trails.

Others that may be available – No other reports were presented.

ITEMS for discussion and/or action

Board of Directors

1. Landing Hill Trail Study Payment Completion – A draft letter to Warren White regarding details of the final payment for total work completed on the Landing Hill Trail Project was discussed. The amount of payment was supported by the Board members as was the timing of the payment. Vanasse indicated planning for an April fund raiser at Oliphant Brewing with details to follow in February. A **motion** (Vanasse, Lindstrom) to approve this draft letter. **Carried** with no opposition. Susan Heuser will forward the letter to White.
2. List of Donation Projects – A list of possible projects Vanasse had prepared for fund raising options for the *giveBIG* United Way effort was discussed. Several members indicated leadership by the Somerset Chamber is important for projects like these. Vanasse will approach the Chamber to see what interest there might be among other Somerset organizations to participate in the *giveBig* program.
3. Mechanism to Donate to the Coalition On Line – This item will be discussed at the February meeting.
4. Board of Directors Alternate Position Availability – One alternate position is still available for the Board of Directors. The opportunity will be published again in hopes of filling the seat.

Communications Committee

1. Communications Plan – A communications plan is being worked on by this committee with recommendations to the Board of Directors to follow.
2. Press Release Policy Details – Time limitations did not allow for discussion of this topic.
 - Venues

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- Methodology,
 - Member Responsibilities,
 - Others that may occur
3. Methods of Outreach to Students – Bike and Walk to School programs were discussed. Other event possibilities for were discussed with the option of curriculum writing to share with others as an option.
 4. E-Cycling Class – Witzmann indicated he may be ready for a Community Education class regarding e-bicycling in the fall.
 5. Bicycling Badge at Andersen Scout Camp Road – Witzmann indicated he would be in contact with the Fred C. Andersen Scout Camp officials to discuss the possibilities of a program for scouts to use the developing trail network to work on their bicycling badge.
 6. Set next meeting dates – The next **Board of Directors** meeting was set **for February 13, 2019**. The next **Communications Committee** meeting was set for **February 11, 2019**.

ITEMS FOR NEXT BOARD of DIRECTORS AGENDA –Landing Hill Trail Study Final Payment, Appointment of Alternate to Communications Committee, Mechanism to Donate to the Coalition On Line, *giveBIG* United Way Program, Donation Possibilities, April Fund Raiser at Oliphant Brewing

ITEMS FOR NEXT COMMUNICATIONS COMMITTEE AGENDA – Communications Plan, Press Release Policy, Methods of Outreach to Students, E-Cycling Class, Bicycle Badge at Fred C. Andersen Scout Camp

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

ADJOURNMENT – A **motion** (Gherty, Marian Webber) to adjourn. **Carried** with no opposition at ~ 8:00 pm.

Respectfully Submitted,
Susan Heuiser, Secretary