

**MINUTES St. Croix Bike & Pedestrian Trail Coalition Communication Committee  
City of New Richmond Civic Center, October 1, 2018, 7:00 p.m.**

**CALL TO ORDER** – Tim Witzmann, Chairperson, called the meeting to order at 7:00 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, Andrew Lamers, Susan Stepka, and Tim Witzmann. Committee member Ruth Steiner was absent. Also present was Ben Heuser.

**ADOPTION OF AGENDA** – A **motion** (Gherty, Johnson) 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. Gherty detailed actions being taken by the City of Hudson to complete a safe trail north of Lakefront Park almost all the way to the Lake Mallilieu Bridge and not on Hwy 35. The actions are being taken in conjunction with WisDOT’s planning for the upgrade to Hwy 35 from the I-94 Bridge to Sommer Street in the Village of North Hudson. The Hwy 35 construction is currently scheduled for 2021. More detailed work needs to be completed before plans are ready for the City of Hudson’s portion of the proposed work. Gherty anticipates taking a more active role in the planning process within the next several months. He also detailed a staff addition at the City of Hudson of a person experienced with community outreach and the new Hudson Chamber of Commerce President who also has extensive experience in community outreach and development. Gherty indicated all this is very positive news for the City of Hudson.

Susan Heuser reported that Mark Vanasse is interested in rejoining the Communications Committee when that becomes a possibility.

**APPROVAL OF PRIOR MEETING MINUTES** – April 2, 2018 – A **motion** (Johnson, Witzmann) to approve the minutes of April 2, 2018 as written. **Carried** with no opposition.

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

**CONFIRMATION OF EMAIL VOTE** – The question on April 10, 2018, was ***DO YOU APPROVE THE COMMUNICATION COMMITTEE'S WHITE PAPER FOR THE 2017 YEAR?*** Votes were as follows: YES VOTES Mark Gherty, Susan Heuser, Andrew Lamers, Ruth Steiner, Susan Stepka and Tim Witzmann. NOT VOTING André Johnson. A quorum responded and the 2017 white paper was approved. A **motion** (Witzmann, Gherty) to confirm the email vote [of April 10, 2018]. **Carried** with no opposition.

**ITEMS** for discussion and/or action

1. Changes in Committee Membership and Chairperson – Witzmann indicated he would like to remain on the Committee but would like to step down as the Chairperson. Gherty indicated he could take over the Chairperson position but not before 2019. Witzmann agreed to remain in the Chairperson position until Gherty is able to take over the position.
2. Recommendations Regarding the Option of Alternate Seats on the Communications Committee – After discussion of adding two alternate seats to this Committee and review of the Communications Committee Charter changes required to accomplish that addition, a **motion** (Johnson, Lamers) [to recommend that the Board of Directors accept the changes to the charter. **Carried** with no opposition.
3. Recommendations Regarding Joining the St. Croix County EDC – A document with details about the requirements, benefits, costs, etc. of membership in the St. Croix County EDC was reviewed and discussed. A **motion** (Witzmann, Gherty) to recommend that the Board of Directors approve joining the St Croix County EDC. **Carried** with no opposition. Susan Heuser will check on details regarding due date for membership fees and pro-rated fees during the membership year.
4. Formalize a Communications Plan
  - a) Press Release Policy Creation – Additions to the Standard Polices document related to responsibilities for Press Release creation were reviewed. Discussion led to general consensus on the Committee that

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press releases should concentrate on works the Coalition is doing around the County rather than information about outside activities. A **motion** (Johnson, Lamers) to recommend to the full board approval of the press release policy. **Carried** with no opposition.

- b) Evaluate Community Ed Classes as an Outreach Tool – Gherty reviewed the Community Ed class that he taught in Hudson, indicating that a similar class in New Richmond did not fill and was cancelled. The participants were all adults and experienced bike riders. The class time was short for the materials presented and another kind of information for that audience would have been better. Generally not a good use of anyone's time. Witzmann indicated he had access to e-bike information and could present a class in the future. Consensus on the committee was that topic could draw a larger crowd. Witzmann will follow up with more details.
  - c) Consider Updating Material for a Speaker's Bureau as an Outreach Tool – The *Power Point* presentation used as an outreach tool in 2015 – 2016 was reviewed. General consensus was that the Committee should concentrate on the press release policy details for now rather than diluting the press release action. The Power Point is a good foundation for possible later use after updates are made.
  - d) Others – Other topics discussed as methods of encouraging the use of bicycles and topics of press releases were 1) placing bike racks around the County in strategic locations, 2) placing a continuing agenda item on the Board of Directors Agendas for press release ideas and ways to engage the public, 3) setting a goal for the number of press releases that should be accomplished in calendar year 2019, and 4) presentations at municipalities regarding bicycling issues since ATV riders are presenting considerable information around the County. Other topics will likely occur in the ongoing discussion regarding press releases.
- 5. Expand Coalition Membership – Discussion centered on making certain members had a way to contribute to the Coalition's efforts.
  - 6. Establish Funding/Support Stream – This was identified as a long term goal for the Coalition's Board of Directors.
  - 7. Promoting Use of Polk County Trails – Brief report that efforts are ongoing to maintain the Stower Seven Lakes Trail as a non-motorized one. Recent support from the surrounding communities has been helpful in setting policy on the Polk County Board.
  - 8. Set next meeting date – The next Communications Committee meeting was set for **November 5<sup>th</sup> at 6:30 p.m. at Hudson's County Market Community Room.**

**ITEMS FOR NEXT BOARD of DIRECTORS AGENDA** – Recommendation from the Communication Committee to Approve Mark Gherty as the Committee Chairperson Beginning in 2019, Recommendation from Communication Committee to Increase the Committee Membership by Adding 2 Alternate Positions, Recommendation to Join the St. Croix County Economic Development Corporation, Recommendation of Addition of a Press Release Policy to the Standard Policies document used to govern the Coalition, Discussion of Changes to the Standard Policy document; Update of Power Point as Outreach Tool, Establish Funding/Support Stream

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

**ITEMS FOR NEXT COMMUNICATIONS COMMITTEE AGENDA** – Details of Press Release Policy – Topics, Venues, Methodology, Member Responsibilities; Method(s) of Outreach to Students, E-bicycling as a Community Ed Class; Bicycling Badge at Andersen Scout Camp

**ADJOURNMENT** – A **motion** (Gherty, Johnson) to adjourn. **Carried** with no opposition at 8:40 p.m.

Respectfully Submitted, Susan Heuiser, Secretary