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 St. Croix Bike & Pedestrian Trails Coalition

St. Croix Bike & Pedestrian Trail Coalition

2016 Annual Report for 2015

Dated April 13, 2016

St. Croix Bike and Pedestrian Trail Coalition 2016 Annual Report for 2015

General Overview

2015 continued as a formative year for the St. Croix Bike & Pedestrian Trails Coalition. The Coalition filed the necessary papers to be recognized as a nonprofit corporation with both the State of Wisconsin and the Internal Revenue Service. Verifications of those filings were received on January 14, 2015, and February 26, 2015, respectively. The Communications Committee continued with outreach about trails in the county, the first funds were collected from donors, a small fund raiser was held and expenditures for organizational needs were approved.

Communications Committee

The Communications Committee continued defining organizational details and acquiring materials necessary for outreach at public/community events, mostly during the warm months of the year, but also at a least one winter event. As St. Croix County's update to its Bike & Ped plan began in earnest in the fall, there was a *Meeting in a Box* aspect of that update that utilized community organizations/residents to take contractor prepared presentations to meetings to detail the update process and to take posters to events for attendees to express their opinions to county staff and their contractors. Committee members were active in both kinds of outreach from late fall until the end of the year.

In addition, the speaker's program at Coalition meetings continued into early summer with trail related presentations by various experts. In January, Beth Norquist and Karen Blodgett spoke about the DNR Stewardship Grant Program. In March, Susan Overson detailed her experience with the National Park Service getting numerous communities and organizations to agree upon priorities for construction of trails along the Mississippi River corridor. May brought Steve Clark, from the League of American Bicyclists, to discuss how to create a bicycle friendly community. As a finale for the year, in June Chris Straight, from West Central Wisconsin Regional Planning Commission, discussed *Placemaking* as a tool to create a consistent plan for a community or a region to highlight its amenities.

Further outreach tools used by the Coalition include a *Facebook* page with slightly more than 200 followers, an email account with close to 300 persons receiving messages from the Coalition and a website that averages over 600 views each month.

See Appendix B of this Committee's White Paper report.

Special Projects

The Coalition participated in several trail related special projects in connection with St. Croix County's Bike & Ped plan update as follows.

St. Croix County invited a representative and alternate from the Coalition to serve on the *Request For Quotes Selection Team* for the Transportation Alternative Program (TAP) grant.

After the county's contractor was selected, the Coalition was invited to nominate a representative to the *Advisory Team* that was created to assist county staff, elected officials and their contractor with the Bike & Ped plan update. Final team selection included four members of the Coalition's Board of Directors – three as representatives of other organizations.

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The ongoing effort of the Phipps Center for the Arts *Art Bench Project* continued. With the opening of the St. Croix River Crossing Bridge delayed at least a year until late 2017, the time line for this bench project, which places artistic benches along the St. Croix River in both Minnesota and Wisconsin, will likely be delayed until late 2018 or possibly 2019 because Loop Trail (the location of the Art Bench) construction will be delayed in accordance with the bridge completion.

Financial Report

In 2015, the Coalition had receipts of \$4,172.64 largely from contributions and a small fund raiser. Yearly expenditures amounted to 2,906.17 largely for legal filings and fundraiser expenses. See Appendix A for details.

Looking to the Future

Making strong connections that create an interconnected, county wide network of trails reaching into neighboring counties in both Minnesota and Wisconsin will continue to be the focus of the Coalition's activities in 2016. The county's updated Bike & Ped Plan should be approved in the fall of 2016 and the implementation of the plan will bring new ways for the Coalition to participate in trail connectedness in the county and beyond.

Board of Directors

Terms Expiring in 2016

Richard Baillargeon

Marian Webber

Timothy Witzmann, Vice Chairperson

Terms Expiring in 2017

Mark Gherty

Andrew Lamers

David Mandel, Chairperson

Terms Expiring in 2018

Susan Heuser, Secretary/Information Director

André Johnson

Mark Vanasse, Treasurer

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Appendix A - Financial Report

St. Croix Bike and Pedestrian Trails Coalition														
Jan-15 -> Dec-15														
	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Total	Budgeted
REVENUE														
Member Dues														
Gifts			\$ 1,000.00	\$ 650.00	\$ 200.00					\$ 170.00		\$ 150.00	\$ 2,170.00	\$ 6,000.00
Subtotal:			\$ 1,000.00	\$ 650.00	\$ 200.00					\$ 170.00		\$ 150.00	\$ 2,170.00	\$ 6,000.00
Grants														
Fund Raiser										\$ 1,400.00			\$ 1,400.00	
Sales/Admission														\$ 200.00
T-Shirts						\$ 602.50							\$ 602.50	
Interest Rec'vd			\$ 0.01	\$ 0.03	\$ 0.03	\$ 0.03	\$ 0.02	\$ 0.02					\$ 0.14	
Subtotal:			\$ 0.01	\$ 0.03	\$ 0.03	\$ 602.53	\$ 0.02	\$ 0.02		\$ 1,400.00			\$ 2,002.64	\$ 200.00
Total Revenue:			\$ 1,000.01	\$ 650.03	\$ 200.03	\$ 602.53	\$ 0.02	\$ 0.02		\$ 1,570.00		\$ 150.00	\$ 4,172.64	\$ 6,200.00
DISBURSEMENTS														
Office Supplies								\$ 62.27					\$ 62.27	\$ 500.00
Grant Appl.														\$ 3,500.00
Professional Fees			\$ 700.00	\$ 700.00									\$ 1,400.00	\$ 1,500.00
Gov't Filings Fees														\$ 500.00
Interest Paid														\$ 200.00
Subtotal:			\$ 700.00	\$ 700.00				\$ 62.27					\$ 1,462.27	\$ 6,200.00
Fund Raiser										\$ 795.00			\$ 795.00	
Subtotal:										\$ 795.00			\$ 795.00	
T-Shirts						\$ 602.50							\$ 602.50	
Bank Charges			\$ 20.00	\$ 5.40	\$ 5.15	\$ 5.70	\$ 5.00	\$ 5.15					\$ 46.40	
Subtotal:			\$ 20.00	\$ 5.40	\$ 5.15	\$ 608.20	\$ 5.00	\$ 5.15					\$ 648.90	
Total Dispersed:			\$ 720.00	\$ 705.40	\$ 5.15	\$ 608.20	\$ 5.00	\$ 67.42		\$ 795.00			\$ 2,906.17	\$ 6,200.00
CASH BALANCE			\$ 280.01	\$ 224.64	\$ 419.52	\$ 413.85	\$ 408.87	\$ 341.47	\$ 341.47	\$ 1,116.47	\$ 1,116.47	\$ 1,266.47		

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Appendix B – Communication Committee White Paper Report

The Communications Committee (Committee), previously a loosely organized committee of the St. Croix Bike & Pedestrian Trails Coalition (Coalition), reconvened in the spring of 2015 with a charter from the Coalition's Board of Directors (Board) providing an organizational structure and detailing specific goals. This report follows the charter and goals very closely providing findings and actions taken by the Committee.

GENERAL ORGANIZATION

As the Committee met under the new charter, its first action was to recommend board approval of Mark Gherty, Ben & Susan Heuser, Andrew Lamers and Tim Witzmann as the initial Committee members. Toward the end of the year, Mark Vanasse and André Johnson were added to the Committee resulting in full committee membership per charter parameters.

GOALS

1. *Provide a list of methods the Committee intends to use to disburse information.*

Early in the year, the Committee reviewed a list of possible venues to provide information to St. Croix County residents and organizations about the update to the current Bike & Ped Plan largely related to community events held during the warm months of the year. Events attended under this plan included the Hudson Hot Air Affair, Somerset Pea Soup Days, the Hudson RiverFest celebration, New Richmond's National Night Out, New Richmond's Pathways *Cycle St. Croix Bike Ride*. Other events were discussed but not attended during 2015.

Later in the year, following the beginning of work on the updated Bike & Ped Plan, the Committee developed a list of possible venues the *Meeting in a Box* portion of the county's update procedure could be taken to and various members of the Committee took different assignments for follow through. Members presenting the *Meeting in a Box* took required training made available by the county and its contractor about how to manage the *Power Point* presentation and event information gathering tools. See Item #3 for a list of venues considered.

2. *Create the necessary documents and procure necessary supplies to be used during presentations.* The Committee gathered necessary equipment (tables & chairs, sun shade, computer & monitors where appropriate, etc.) as well as informational and organizational material (maps, brochures [for the Coalition but also other trail organizations], economic development information, membership and contact information, etc.). A "basket" or tools was collected in one place for pick up by the lead person at an outreach event.
3. *Provide a list of venues at which information could be presented containing dates and times. This list shall be renewed annually.* Venues discussed for the *Meeting in a Box* presentations were governmental and intergovernmental organizations, service organizations, economic development organizations, school districts, organizations with a focus on women and mothers, area Chambers of Commerce, tourism organizations, etc. The first presentation occurred late in the year at St. Croix County's Economic Development Committee. Further presentations were scheduled in 2016.

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4. *Provide a list of Directors and Members willing to assist with the presentations. A list shall be provided annually.* Both Board of Director and Communications Committee members participated in the 2015 outreach activities. There were also several Coalition members who assisted as needed.
5. *Provide an estimation of costs expected to be incurred for these presentations. These estimates shall be renewed annually.* The equipment and materials gathered for outreach activities were donated by various members of the Committee and Board. Several of the events required a fee to participate and those fees were noted for future use as were printing costs for informational and promotional materials.

CONCLUSION/RECOMMENDATIONS

It is recommended that county wide outreach be in two directions - first, information and support for St. Croix County's bike/pedestrian updated plan and second, a consistent message regarding the direction of the Coalition.