

MINUTES St. Croix Bike & Pedestrian Trail Coalition Communication Committee
Town of Somerset Town Hall, 748 HWY 35, Somerset, Wisconsin - May 4, 2014, 6:30 p.m.

CALL TO ORDER - Tim Witzmann called the meeting to order at 6:37 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 – Those present were Mark Gherty, Ben & Susan Heuser, André Johnson (after 7 p.m.), Andrew Lamers, Mark Vanasse and Tim Witzmann.

ADOPTION OF AGENDA – A **motion** (Gherty, Vanasse) to adopt the agenda. **Carried.**

PUBLIC COMMENT – Opportunity for comments on subjects not on the agenda when recognized by the presiding officer. There was no public comment.

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

ITEMS for discussion and/or action

1. Discussion of Charter Purpose, Organization and Goals – The charter, which had previously been approved by the Board of Directors, was reviewed. There were no recommendations to the Board for changes at this time.
 - a) Recommendations to Board of Directors – A **motion** (Vanasse, Gherty) to recommend for approval by the Board the following people to be members of the Communications Committee: Mark Gherty, Ben Heuser, Susan Heuser, Andrew Lamers, and Tim Witzmann. **Carried** with no opposition.
2. Participation Recommendation for the Various Proposed Events – Discussion of events in general occurred before the specific events below were discussed. There was general consensus that a leader for each proposed event should co-ordinate the details of the Coalition’s participation at that event. Further, the Coalition would put together a packet/bucket of outreach materials available for use by the designated leader. In addition, the Communications Committee will develop a list of people interested in participating in outreach events.
 - a) Yellowstone Trail Heritage Days – City of Hudson - June 6th - 7th – This activity did not have a person step forward to take the lead. In addition, it conflicts with the Somerset Pea Soup Day. Celebration. There was general consensus that participating in two events at the outset of the Communications Committee’s outreach activities, especially in light of no leader, wasn’t in the best interest of delivering a positive message to both celebrations.
 - b) RiverFest – City of Hudson – July 20th – 26th – Support for River Valley Trails – There was discussion of two possibilities for participation with River Valley Trails in the RiverFest celebration. Gherty will take the lead for this activity.
 - c) New Richmond Pathways – August 22nd – Cycle St. Croix County Bike Tour – Lamers reported further discussions of tour details at the Pathways group and indicated there would be ample opportunity for the Coalition members to participate in the Tour. More details will follow. Lamers will take the lead for this tour.
 - d) Somerset Outreach – Pea Soup Days – June 4th – 7th and other possibilities – Johnson reported time frames and registration information for this celebration. Friday evening and Saturday participation were generally agreed upon. Johnson will take the lead for this activity.
 - e) Health & Wellness Activities – This item was not discussed
 - f) Others that may be available – No other events were discussed.
3. Proposal for How to Handle Requests for Future Event Participation – General consensus that outreach proposals that come in to the Coalition will be referred to the Chairperson of the Communication Committee for handling as detailed above in Item 2.

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4. Recommendations about Expenditures for Outreach Materials – Witzmann discussed details of a proposed Communications Packet/Bucket containing materials to be used at outreach opportunities. Others present added ideas and recommendations. Details about actions taken follow.
 - a) Pull up banner – **Action taken:** Lamers will design banner contents as discussed. Witzmann will get a cost estimate from the printer.
 - b) Handout – **Action Taken:** Lamers will work on a design for a bookmark style hand out containing the Coalition’s core objectives. Witzmann will get a cost estimate from the printer.
 - c) Various maps were discussed. **Action Taken:** Witzmann will gather maps and get a cost estimate for laminating them.
 - d) T-Shirts – **Action Taken:** Johnson will get a cost estimate for shirts containing the Coalition logo for use at outreach events. The shirts will be available for purchase by members of the Coalition Board, Communications Committee and general membership before the order is placed. There was general consensus that no Coalition funds would be spent on the T-Shirt order.
 - e) Items for the packet / bucket provided by various members of the committee, including tables, canopies, containers, etc., were discussed for completeness of available material. Members in charge of each event will obtain the packet/bucket from Susan Heuser as each event occurs.
5. Elect a Chairperson of the reconvened committee – A **motion** (Lamers, Gherty) to recommend Tim Witzmann for approval by the Board as Chairperson of the Communications Committee. **Carried** with no opposition.
6. Set next meeting date – No meeting date was set.

ITEMS FOR NEXT BOARD of DIRECTORS AGENDA - Recommendations of People for Communications Committee Members, Recommendations for Communications Committee Chairperson

ITEMS FOR NEXT COALITION AGENDA – Nothing was noted.

ITEMS FOR NEXT SUBCOMMITTEE AGENDA – Nothing was noted.

ADJOURNMENT - A **motion** (Vanasse, Gherty) to adjourn. **Carried** at ~ 7:50 p.m.

Respectfully Submitted
Susan Heuser, Secretary