

**MINUTES St. Croix Bike & Pedestrian Trail Coalition Communication Committee
City of New Richmond Civic Center, September 25, 2017, 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 Trails Coalition web site.

ROLL CALL – Communication Committee members present were Mark Gherty, Susan Heuiser, Ruth Steiner and Tim Witzmann. Committee members absent were André Johnson, Andrew Lamers, and Susan Stepka. Also present were Mark Vanasse and Ben Heuiser.

ADOPTION OF AGENDA – A **motion** (Gherty, Steiner) to adopt the agenda as presented. **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 – August 28, 2017 – A motion (Gherty, Steiner) to approve the August 28, 2017, minutes as submitted. **Carried** with no opposition.

REPORTS - from individuals about information gathered for the subcommittee – Gherty reported on contacts with new employees at the City of Hudson to make everyone aware of the Trails Coalition and information that had been previously submitted to the City regarding possible trail locations. He will also contact Willow River State Park management to continue the trail discussion.

ITEMS for discussion and/or action

1. Future Outreach Efforts – The four bulleted topics below were discussed interchangeably around the topics of 1) Who’s the audience, 2) What’s the message, and 3) What’s being told. A list of possibilities was generated in answer to those questions. In addition, a list of venue suggestions and possible action items was discussed. Recommendations were made for the Board’s consideration and direction as well as some possible action items once the list of possibilities is narrowed for action. The ideas generated will be submitted to the Board for its consideration at future meetings.
 - Focus of Outreach Efforts
 - Kinds of/Venues for Outreach Efforts
 - Outreach Partner Possibilities
 - Other Issues Related to Outreach
2. Other Available Communication Issues – None were identified at this time.
3. Set next meeting date - November 6, 2017 or other available date – The next meeting date for the Committee was set for **November 6, 2017 at 7:00 p.m.**

ITEMS FOR NEXT BOARD OF DIRECTORS AGENDA – Items discussed as possible outreach opportunities

ITEMS FOR NEXT COMMUNICATIONS COMMITTEE AGENDA – Further planning for outreach activities.

ADJOURNMENT – A **motion** (Witzmann, Gherty) to adjourn **carried** with no opposition at approximately 8:30 p.m.

Respectfully Submitted,
Susan Heuiser, Secretary