

MINUTES Trail Coalition Board of Directors
County Market Community Room, March 6, 2017, 6:30 p.m.

CALL TO ORDER - David Mandel, Chairperson, called the meeting to order at ~6:30 p.m.

STATEMENT OF PUBLIC NOTICE – Mandel indicated the agenda had been posted at the Town of Somerset Town Hall and on the Trail Coalition web site.

ROLL CALL - Board members present were Mark Gherty, Susan Heuiser, Andrew Lamers (after 6:40 p.m.), David Mandel, Mark Vanasse, Marian Webber and Tim Witzmann. André Johnson was absent. Also present were Ben Heuiser, Ruth Steiner (after 6:45 p.m.), Susan Stepka (after 6:45 p.m.) and Jim Webber.

ADOPTION OF AGENDA – A **motion** (Marian Webber, Gherty) 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. Susan Heuiser provided information about a Transit Feasibility Study Open House on March 8, 2017, from 4 – 7 p.m. at the St. Croix Government Center County Board Room in Hudson. A short presentation is scheduled at 5 p.m.

APPROVAL OF PRIOR MEETING MINUTES – December 14, 2016 – A **motion** (Marian Webber, Witzmann) to approve the December 14, 2016, minutes as presented. **Carried** with no opposition.

REPORTS - from subcommittees and/or individuals about information gathered for the Board of Directors

Communications Committee – Witzmann reported on the Hudson Hot Air Affair outreach event indicating this particular event is a good one because attendees are from a large area around Hudson and from both Wisconsin and Minnesota. It was noted that numbers of attendees seemed to be fewer than in past years. Other recommendations from the committee are set for discussion later on the agenda.

Healthier Together – Marion Webber reported on this Pierce and St. Croix County initiative of 4 hospital and the public health departments around three major issues – mental health, alcohol abuse and overweight/obesity. The overweight/obesity issue is divided into two committees - food insecurity issues and physical activity. Webber and Heuiser serve on the physical activity committee. A number of events are underway and in the preparation stages, largely focused on school age children at this point in time.

Hwy 64 Trail Corridor Committee – Susan Heuiser and Witzmann reported on the initial three fall of 2016 meetings of this newly organized committee. It was noted the committee members were well versed in biking issues and knowledge about road issues in the area. Discussions have focused on St. Croix County's updated Bike & Ped Plan details regarding this corridor. There is general agreement on the Committee that the Landing Hill portion of this corridor is the key to moving trail traffic from the Loop Trail toward Somerset and New Richmond. Future meetings are on hold waiting for further progress on the update.

Bench Project – Vanasse discussed this joint initiative between Houlton Elementary School, the Phipps Center for the Arts, the Town of St. Joseph's Park Committee and the Trail Coalition. The hope is to place what could be the "keystone" bench among all the benches up and down both sides of the St. Croix River at the Trail Head of the Loop Trail. Discussions are underway with St. Croix County to get some details in place as the Trail Head is constructed by WisDOT that will allow the design process of this bench, initially envisioned as a "gathering place" for 40 – 50 people, to proceed to the design portions of the space/bench creation.

Meetings with Washington Cty Coalition – Vanasse and Susan Heuiser reported on the two meeting that have been held of this Washington County Minnesota coalition of trail advocacy groups. There are both municipal and county employees and elected officials represented as well as several friends/business groups. It was noted that Washington County actively works with municipalities to cooperatively fund trail proposed initiatives. St. Croix County's organizations have been included to increase cooperation and exchange information about the shared goals around trails, recreation, economic development, etc.

Annual Reporting – Susan Heuiser reported that all the required annual reporting had been filed. Renewals of various kinds will follow later in the year.

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

ITEMS for discussion and/or action

1. Financial Information for 2016 and 2017

- a) Approval of Final 2016 Financial Statement – Vanasse provided details on the final 2016 financial report. A **motion** (Witzmann, Gherty) to approve the Final 2016 Financial Statement. **Carried** with no opposition.
- b) Discussion of Approved 2017 Budget details – Vanasse led discussion about specific changes to the 2017 budget. Board consensus was that changes were appropriate with the goals of the Coalition.

2. Fund Raising Methods Broader Implications – Susan Heuser discussed overarching guidelines for the Coalition that needed to be considered as various fund raising opportunities are discussed.

- a) Fund Raising Efforts in 2017 details – Vanasse indicated there would be a third fund raiser at Oliphant Brewing in late September or early October of 2017. Other fund raising events are dependent on readiness for funding of several projects the Coalition is involved with and will be announced at the time any fund raiser is undertaken.
- b) Raffle – both Class A and B – Decision Regarding Renewal of Licenses – Discussion centered around the two types of raffles and whether to renew the licenses even though it has yet to be determined whether a raffle will be held in 2017. A **motion** (Witzmann, Lamers) to renew both Class A and B raffled licenses. **Carried** with no opposition.
- c) Bingo Proposal – Susan Heuser discussed details of the bingo proposal that had been made to the Coalition. Ultimately, the Coalition was not qualified (because of Wisconsin Gaming Dept. rules) to accept the proposal but the due diligence that went into consideration of this proposal did raise some cautionary issues regarding broader Trail Coalition financial implications of this proposal and other future proposals. General Board consensus was to look carefully at each proposal presented.
- d) Other methods of Fund Raising – No further methods were presented.

3. Recommendations from the Communications Committee

- a) Outreach Participation Events – A **motion** (Marian Webber, Mandel) to approve the events recommended by the Communications Committee [Hudson Hot Air Affair, Somerset’s Pea Soup Days, Somerset Library Bicycle Event, Hudson’s RiverFest Celebration, New Richmond’s National Night Out, and Baldwin’s Chili Cook-Off] including some events that may not occur and other events that may be added at a later date. **Carried** with no opposition.
- i. Bike to School Day – May 10, 2017 – Susan Heuser reported on specific details of this day that is going to be observed in both St. Croix and Pierce County middle schools as a part of the Healthier Together initiative.
 - a. Coalition Involvement – André Johnson has agreed to lead the Somerset event. Other Board members may participate at André’s invitation and/or at different school locations. The 2016 donation from the Somerset Lions Club that partially funded the helmet raffle at the event in Somerset was discussed and general agreement was to approach the Lions Club again about a donation. Vanasse indicated he would make up any difference in cost between donations and the cost of further helmet orders.
Susan Heuser reported the number and sizes of helmets remaining in the Coalition possession and the cost of ordering more helmets from an organization that provides a discounted price to nonprofits.

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- b. Helmet Order Approval – A **motion** (Gherty, Lamers) to approve an expenditure of up to \$300 for bicycle helmets with funds coming from solicitations and personal donations. **Carried** with no opposition.
 - b) Hwy 64 Corridor Implementation Study – Vanasse reported there was no need to actively pursue this study until the St. Croix County’s Bike & Ped Plan update is completed and approved. He also indicated that an economic impact study might be wise to pursue before implementation study.
 - c) Identification of Fund Raising Goals/Recipient Projects – The **Art Bench Project** on the Loop Trail was discussed earlier in the agenda. Susan Heuser also suggested working in collaboration with the St. Croix River Association’s *pedal and paddle* initiative to provide **bicycle aid stations** at various points along both sides of the St. Croix River. General Board consensus was to get some details of the plan before deciding about Coalition participation.
4. **Media Reports** – Susan Heuser reported on the following details.
- Web Site – Access to the web site in 2016 averaged over 700 per month with a high of 982.
- Domain Names – Discussion centered around whether to purchase domain names similar to the Coalition’s web site domain name for protection of that site. General Board consensus was to renew those domain names for another three years. Questions arose regarding several aspects of the web site. Susan Heuser will follow up with the web site company.
- Facebook – More than 225 people “follow” the Coalition Facebook page.
- Email – More than 300 names in the contacts list with ~ 300 of those actually on a distribution list.
5. **Annual Meeting Details – April 29, 2017**
- a) Status of Board of Director Seats – All three board members whose terms are renewable at the 2017 Annual Meeting (Mark Gherty, Andrew Lamers and David Mandel) have indicated a willingness to remain on the Board of Directors. Nominations will be accepted at the Annual Meeting, to be held April 29th and Coalition members will elect the Board members. David Mandel also notified the Board he will step down as the Chairperson.
In addition, one seat on the Board of Directors is currently vacant. Nominations will be accepted at the Annual Meeting for a person to fill that seat.
 - b) Location & Planning Details – Susan Heuser had asked about the possibility of meeting in Homestead Parklands before the park actually opens. Permission has been obtained from St. Croix County to allow a meeting there. Other park possibilities were proposed with the concern being any fee that might be charged to hold a meeting. Some of those parks had fees. Ultimately Vanasse indicated he would pay the park fee if there was one at Homestead Parklands. Heuser will follow up with St. Croix County Park staff to finalize the meeting date.
General consensus was to have the same type of mid-morning brunch with Board members providing pot luck items, followed by a short annual meeting of members to elect board members and consider any other membership business that might be pending, possibly followed by bike ride. Further details will be contained in an invitation to be issued by the end of March.
 - c) Reports – Annual and Committees – Board members had no additions to the body of the Annual Report at this time. Committee white papers await approval before inclusion in the Annual Report.
 - d) Other items that may be needed – No other items were discussed.
6. **Regular Meeting Schedule** – There was general Board consensus to continue the second Wednesday of the spring and fall months as the regular Board of Directors meeting schedule. The possibility of creating two alternate positions for the Board of Directors was discussed. Susan Heuser will look into ways to implement this action and report to the Board in April.

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7. **Larger Regional Trail Coalition** – Vanasse reported tentative discussion about a coalition connecting a number of counties surrounding St. Croix County. He indicated a wait and see position seemed wise at this point pending St. Croix County's updated Bike & Ped Plan completion and roll out details become available.
8. **Set next meeting date – April 12, 2017 or other** – April 12th was scheduled as the next meeting date.

ITEMS FOR NEXT BOARD of DIRECTORS AGENDA – Annual Meeting Details, Art Bench Project, Hwy 64 Trail Corridor Committee, Fund Raising Initiatives, Outreach Efforts. Creation of Alternate Positions for the Board of Directors

ITEMS FOR NEXT COALITION AGENDA – Election of Board of Director Members

ADJOURNMENT- A **motion** (Witzmann, Gherty) to adjourn. **Carried** with no opposition at ~ 8:20 p.m.

Respectfully Submitted,
Susan Heuser, Secretary