

**MINUTES St. Croix Bike & Ped Trails Coalition Board of Directors  
November 10, 2021, 6:30 p.m. – Via Zoom**

**CALL TO ORDER** - André Johnson, Chairperson, called the meeting to order at ~6:30 p.m.

**ROLL CALL** - Board members present were Mark Gherty, Susan Heuiser, André Johnson, Pam Kaiser, Kyle Lindstrom, Dave Mandel, Paul McGinnis, and Mark Vanasse. Alternate Andrew Lamers was absent. Also present was Tim Witzmann.

**ADOPTION OF AGENDA** – A **motion** (Kaiser, Lindstrom) 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** – October 13, 2021 – A **motion** (Vanasse, Gherty) to approve the October 13, 2021, minutes as presented. **Carried** with no opposition.

**REPORTS** - from subcommittees and/or individuals about information gathered for the Board of Directors  
Communications Committee – Witzmann indicated the Communications Committee’s discussion was on the *Items for discussion*.

Financial Report – Vanasse reviewed the monthly receipts and expenditures. There were no questions.

Healthier Together – McGinnis indicated the group is setting goals for the coming year around the mental health issue. He also indicated the Library Back Pack Program is going well in both Pierce and St. Croix County.

Hwy 64 Trail Corridor Committee – Heuiser indicated the group had met and discussed Transportation Alternative Program (TAP) grant applications for the 2022 round along the corridor. The Towns of St. Joseph and Somerset are both considering applications this round and appear to be the only municipalities contemplating a filing. It was generally thought St. Croix County will apply for the second phase of their connection between Hudson and the Loop Trail.

Pathway – Heuiser indicated the group will meet on November 12<sup>th</sup> for the final time in 2021 and there will be a representative from Big Ring Flyers to discuss the Fat Tire Bike event in New Richmond the last week-end in January.

Beyond the Loop – Heuiser reported the portion of the trail that’s been gravel all summer is now paved and the signage has been corrected.

Others that may be available – Kaiser discussed the Fat Tire Bike event in New Richmond. The sign-up to volunteer and/or have a table at the event will come out soon. Display tables will be inside at both the Golf Course and at 45<sup>th</sup> Parallel. Three day event – Friday-Sunday, January 28 – 30. Just opened a kids ride. Some members of the Board volunteered their time. Sign-ups to come. There also was discussion about water bottle stickers to sell at the event. Osceola Tech Ed class could make the vinyl stickers and a proposed sale price would be \$3-4. Kaiser will check on cost to create the stickers.

Gherty updated actions taken for the Lake Mallalieu Basin project as follows: an interview he did with the River Channel about the project, on going work with the relevant local units of government, support from the Hudson Chamber and residents, etc. McGinnis had pictures of a trail under an active railroad track in Colorado.

**ITEMS** for discussion and/or action

1. 2022 TAP Grant Applicants – Discussion and Recommendation from the Communications Committee  
A **motion** (Vanasse, Witzmann) to recommend that the Board endorse and support a TAP grant application for the Town of Somerset for the Landing Hill area and endorse and support a TAP grant application for the Town of St. Joseph to connect the Loop Trail to 150<sup>th</sup> Ave. **Carried** with no opposition. Witzmann led the discussion regarding the Communications Committee’s recommendation that the Coalition support

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Transportation Alternative Program (TAP) grant applications along the STH 64 in the 2022 round. Witzmann detailed work that needed to be done before a TAP grant could be filed for Landing Hill. Vanasse indicated the Town of St. Joseph is ready to file a grant application connecting the Loop Trail located in the Town to 150 Ave. to extend the Loop Trail farther into Wisconsin. Further discussion included an application St. Croix County may file for Stage 2 of the off-road path between the Eckert Bluffland entrance on STH 35 to Willow River State Park. General consensus was the Coalition should file letters of support for any applications submitted for area trails. Heuiser will follow through as the applications are filed in January 2022.

2. 2022 Trailhead Event – Does the Coalition Support This Type of Event? Planning a Family friendly event celebrating western Wisconsin amenities. Start planning in January 2022 so have enough time to get on participants' calendars.
  - Timing for Event – Spring – Summer when no other celebrations in Hudson or New Richmond are scheduled.
  - Partnering Organizations for Planning Purposes – St. Croix County – Gherty will contact Julie Peterson, Hudson Chamber
  - Participants – Nonprofits, school (bands), Art Bench, Scouts
3. Other Possible Projects from the List -
  - Parnell Prairie – Witzmann reported that a shelter and picnic tables had been placed at the location. Spring/Summer activities to draw people to the region is the ultimate goal. A dog park is being considered there, too. Perhaps a Friends group can be formed to facilitate the process.
4. Approval of Marketing Funding
  - the Coalition – Proofs from Minute Man Press of proposed marking material, were discussed and changes suggested. A **motion** (Vanasse, Mandel) to spend \$600+ for the brochure, rack card and business card as discussed. **Carried** with no opposition. Heuiser will get Minute Man Press the details of the requested changes.
  - the Lake Mallalieu Basin Project – A proposal for services from Christiansen Creative was reviewed. There were 4 proposed areas of service. Ultimately, a **motion** (McGinnis, Gherty) to contract with Christiansen Creative for the *Branding/Logo Creation* and the *Power Point Template* options of the proposal and leave the *Tri-Folder Brochure* and *Pull Up Banner* options for a later date. **Carried** with no opposition. Heuiser will follow up with Christiansen Creative.
5. Set next meeting date – December 8, 2021 OR January 12, 2022 – The **next meeting was set for January 12, 2022.**

**ITEMS FOR NEXT BOARD OF DIRECTORS AGENDA** – Status of TAP Grant Applications, 2022 Trailhead Event, Status of Marketing Materials for the Coalition, Status of Marketing Process for the Lake Mallalieu Project, Fat Tire Event

**ITEMS FOR NEXT COALITION AGENDA** – Nothing at this time.

**ADJOURNMENT** – A **motion** (Gherty, Lindstrom) to adjourn. **Carried** with no opposition at ~ 8:15 p.m.

Respectfully Submitted,  
Susan Heuiser, Secretary