

**MINUTES St. Croix Bike & Ped Trails Coalition Board of Directors
October 13, 2021, 6:30 p.m. – Via Zoom**

CALL TO ORDER – Kyle Lindstrom, Vice Chairperson, called the meeting to order at ~ 6:30 p.m.

ROLL CALL –Board members present were Mark Gherty, Susan Heuiser, Pam Kaiser, Kyle Lindstrom, Paul McGinnis, and Mark Vanasse. Board members André Johnson and Dave Mandel as well as Alternate Andrew Lamers were absent. Also present were Ben Heuiser, Janet Lindstrom and Tim Witzmann.

ADOPTION OF AGENDA – Susan Heuiser made a request to take Item #2 before Item #1 on the agenda. A **motion** (Gherty, Kaiser) to adopt the agenda with the requested amendment. **Carried** with no opposition.

PUBLIC COMMENT – Opportunity for comments on subjects not on the agenda when recognized by the presiding officer. Susan Heuiser shared recent updates about two of the Board members.

APPROVAL OF PRIOR MEETING MINUTES – September 8, 2021 – A **motion** (Gherty, Vanasse) approve the September 8, 2021, minutes. **Carried** with no opposition.

REPORTS - from subcommittees and/or individuals about information gathered for the Board of Directors
Communications Committee – Witzmann indicated most of the issues from the last Communications Committee were on the agenda for consideration. He did want to add a topic for discussion about holding an annual gathering at the Loop Trail Wisconsin Trailhead similar to the one held in August 2021 in coordination with the Dedication of the Historic Stillwater Lift Bridge. Following discussion, this item was referred to the Communication Committee for further consideration.

Financial Report – Vanasse reviewed the financial report stating the Coalition is in good financial shape. There were no questions.

Healthier Together – McGinnis indicated the group is on its biennial reassessment to determine its emphases for the coming period. Currently the emphases are mental health and substance abuse. In addition, the Library Pack Back Program is being heavily used at the Pierce and St. Croix County libraries.

Hwy 64 Trail Corridor Committee – Witzmann updated the situation with St. Croix National Golf Course in the Landing Hill area along STH 64 in the Town of Somerset. Janet Lindstrom and Vanasse indicated an interest in meeting with the Corridor communities to see what plans might be in the works for the 2022 TAP grant application process. Susan Heuiser will set up a meeting according to committee availability.

Pathway – Susan Heuiser provided examples about how the Pathway group and the City of New Richmond work together on projects.

Beyond the Loop – Susan Heuiser reported the City of New Richmond has recently named the Doar Prairie/Sather Trail through the Doar Prairie and Sather Nature Center area of the City which abuts the end of the Beyond the Loop Trail in the City. In addition, there is a sign plan cooperatively reached between the City and St. Croix County that will be implemented in the spring of 2022. Consequently, until those signs are in place, whether and where to place a Beyond the Loop metal sign and weatherproof flyer holder is on hold.

Lift and Loop – Several people in attendance at this celebration of the dedication of the opening of the Historic Stillwater Lift Bridge reported a ceremony highlighting cooperation between states, counties, and political parties. In addition, the backdrop of the ceremony was the Loop Trail which was carrying lots of trail traffic.

Others that may be available – Kyle Lindstrom reported the single track (mountain biking) facility in Willow River State Park celebrated its grand opening on October 9th. 3.5 miles of trail are currently open for riders.

ITEMS for discussion and/or action

2. Future Focus of Trail Coalition Activities – Discussion on this topic centered around the Coalition’s future focus. Consensus was that the group’s focus should remain extending a network of trails throughout St. Croix County and beyond. To that end a *Projects List* was discussed. Several ongoing projects, how to get information out to the general public about the various projects, how to work cooperatively with all kinds of organization, etc. were discussed.

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1. Marketing Plan Recommendations – There were two marketing plans discussed – one for the Coalition and one for the Lake Mallalieu Basin Committee, each distinctly different from the other. Actions taken are below.
 - a. Coalition – Two quotes from Minute Man Press for marketing materials were discussed. An additional item was discussed and a quote for that item will be requested. Ultimately, a **motion** (Vanasse, Gherty) to spend up to \$600 for toward items discussed from Minute Man Press. **Carried** with no opposition.
 - b. Lake Mallalieu Basin Committee – Gherty discussed the latest actions by the Lake Mallalieu Basin Committee to get the stakeholders into a negotiation about the Union Pacific Railroad Trestle property and other properties surrounding the Lake Mallalieu Basin. He also reported communications with a marketing firm offering a consultation about what is needed to achieve wider knowledge about the opportunity there. A meeting will be scheduled to see what options might be available and the cost of same. A drone video of the area created by Archi Pic to be used in outreach for the project was viewed. Ultimately, a **motion** (McGinnis, Gherty) to pay the \$325 invoice from Archi Pic to be expensed out of Hall Family Foundation funds. **Carried** with no opposition.
3. Approval of the Lake Mallalieu Basin Committee’s Recommendation of *Friends of Mallalieu Trestle Park* as the name of the Lake Mallalieu Basin Committee – A **motion** (Gherty, Lindstrom) to adopt *the Friends of Mallalieu Trestle Park* as the name for the Lake Mallalieu Basin Committee. **Carried** with no opposition.
4. Others – No other items were presented.
5. Set next meeting date – November 10, 2021 – The **next meeting** was set for **November 10, 2021**.

ITEMS FOR NEXT COMMUNICATIONS COMMITTEE AGENDA – Outreach Projects with Emphasis on 2022 Trailhead Event

ITEMS FOR NEXT BOARD of DIRECTORS AGENDA – 2022 Trailhead Event, 2022 TAP Grant Applicants, Approval of Marketing Funding for the Lake Mallalieu Basin Project

ITEMS FOR NEXT COALITION AGENDA – Nothing at this time.

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

Respectfully Submitted,
Susan Heuser, Secretary