

**MINUTES St. Croix Bike & Ped Trails Coalition Communications Committee**  
**October 4, 2021, 6:30 p.m. – Via Zoom**

**CALL TO ORDER** - Tim Witzmann, Chairperson, called the meeting to order at ~ 6:35 p.m.

**ROLL CALL** - Members of the Committee present were Mark Gherty, Susan Heuser, André Johnson, Janet Lindstrom, Mark Vanasse and Tim Witzmann. Andrew Lamers was absent.

**ADOPTION OF AGENDA** – A **motion** (Gherty, Vanasse) 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 30, 2021 – A **motion** (Gherty, Johnson) to approve the minutes as presented. **Carried** with no opposition.

**REPORTS** - from individuals about information gathered for the committee – Heuser reviewed information from the Town of Troy Community Building dedication as it related to how small towns build good will and a welcoming facility over almost half a century with emphasis on how funding for parks and facilities is obtained.

**ITEMS** for discussion and/or action

1. Review Coalition Mission Statement – The Coalition Vision Statement and Goals & Objectives were reviewed. There was general consensus the Vision Statement is still accurate for the Coalition’s activities, specifically providing information about trails to engage and facilitate the public and organizations in the St. Croix County region.
2. Review Traditional Communications Methods – Currently email & Facebook messaging and a website are the methods being used to communicate trail issues to interested people. A lengthy list of other options was reviewed for use, some requiring marketing materials to complete.
3. Future Initiatives
  - a) Projects list – The list of projects the Coalition is currently working on, future projects and those postponed by the pandemic were reviewed. Witzmann added several new ideas for consideration. As a result, some adjustments to the list were made.
4. Marketing Strategies for the Coalition and Lake Mallalieu Basin Committee – Gherty reviewed latest steps for the Lake Mallalieu Basin Committee project.

Then, multiple marketing options for both the Coalition and the Lake Mallalieu Basin Committee were discussed as to what the focus of materials should be, e.g. – general information, call to action, etc. Discussion regarding the Coalition was the current mission statement and logo were sufficient to brand the organization. In addition, a list of projects worked on through the years would be sufficient to get an informational brochure together for future use.

For the Lake Mallalieu Basin Committee, a new organization, more work is needed, in particular to create a logo, before the group is ready to consult a marketing/branding firm for perhaps several types of marketing materials. Suggestions were to get a consultation fee estimate for review by the Board. For the bike rack initiative with logo stickers attached, several high visibility location suggestions were made.

T-Shirts and bike jerseys at events were also discussed as purchases for marketing purposes.

  - a) Review Costs and Available Funds – A document showing various proposals and estimated costs was reviewed regarding making wise expenditure decisions for funding on hand.
5. Beyond the Loop Signage & Brochures – Heuser detailed a joint effort by the City of New Richmond and St. Croix County to sign the Doar Prairie/Sather Nature Center Trail as the Beyond the Loop Trail connects to those facilities near New Richmond. County will purchase signs to be compatible with County trail

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signage and the City will install the signs likely in the spring of 2022. There is no availability for trail map posting at either facility. Decisions about whether to place a metal trail sign and brochure holder will be delayed until the signs are installed.

6. Other(s) – No other issues were presented.
7. Set next meeting date November 1, 2021 or other – No next meeting was set.

**ITEMS FOR NEXT BOARD of DIRECTORS AGENDA** – Result of Review of Mission Statement, Logo and Communications Methods, Review of Marketing Option, Review of Funding Proposals and Available Funds, Review of Projects List

**ITEMS FOR NEXT COALITION AGENDA** – None presented at this time.

**ITEMS FOR NEXT COMMUNICATIONS COMMITTEE AGENDA** – Projects List, Marketing Material, Beyond the Loop

**ADJOURNMENT** – A **motion** (Johnson, Vanasse) to adjourn. **Carried** with no opposition at ~ 8:10 p.m.

Respectfully Submitted,  
Susan Heuser, Secretary