

**MINUTES St. Croix Bike & Ped Trails Coalition Communications Committee**  
**Virtual Meeting via Zoom - November 16, 2020, 6:30 p.m.**

**CALL TO ORDER** – Mark Gherty, Chairperson, called the meeting to order at ~ 6:35 p.m.

**STATEMENT OF PUBLIC NOTICE** – The agenda was posted at the Town of Somerset Town Hall and on the Trails Coalition’s web site.

**ROLL CALL** – Members present were Mark Gherty (until 6:55 p.m.), Susan Heuser, André Johnson, Andrew Lamers, Janet Lindstrom, Tim Witzmann (after 7:15 p.m.) and alternate Mark Vanasse. Board member Pam Kaiser and Ben Heuser were also present.

**ADOPTION OF AGENDA** – A **motion** (Lamers, Kaiser) 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 Heuser asked for all members who had *Beyond the Loop* maps/brochures in their possession to return them to her. Construction of a new underpass on STH Business 64 in New Richmond will necessitate changes to the map/brochure.

**APPROVAL OF PRIOR MEETING MINUTES** – January 24, 2020, and August 31, 2020 – These two minutes along with the minutes for this meeting will be approved at the next meeting.

**REPORTS** - from individuals about information gathered for the committee – There were no reports.

**ITEMS** for discussion and/or action

1. Bike Rack Initiative – Johnson is seeking information from WITC about dates this project might begin.
2. Trail Summit - – No current discussion about when this Summit might be held.
3. Lift and Loop Celebration - No current discussion about when this Summit might be held.
4. UP RR Trestle and Associated Property – Mark Gherty reported further outreach being planned regarding this property perhaps via the [www.stcroix360.com](http://www.stcroix360.com) blog site and presentations to organizations in the greater St. Croix County area to make more people aware of the possibilities at the site.
5. Fund Raising/Membership Marketing - – Vanasse led the discussion regarding a series of documents prepared for the committee’s review as follows.
  - Membership and Donation forms were reviewed simultaneously with discussion regarding the differences between a fee and a donation being key to how to present and handle these fund-raising tools.
  - A history document recording the various projects the Trails Coalition has worked on since its formation was also reviewed as a tool to let the public know the nature of projects the Coalition has pursued.
  - How to use these documents on the Coalition’s website and *Facebook* page and the timing of publicizing the information was a topic of discussion.
  - Tentative plans are for Committee members to work on several areas to have something to present to the Board for final approval shortly after Thanksgiving.
6. Other(s) – No other topics were presented for discussion
7. Set next meeting date February 1<sup>st</sup> – 4<sup>th</sup>, 2020 – **Next meeting** will be set for the **first week of February 2021**

**ITEMS FOR NEXT BOARD OF DIRECTORS AGENDA** - Ideas about membership/donation forms and practices

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

**ITEMS FOR NEXT COMMUNICATIONS COMMITTEE AGENDA** – Three sets of minutes, Bike Rack Initiative, Trail Summit, Lift and Loop Celebration, UP RR Property, Membership / Donation Progress

**ADJOURNMENT** – A **motion** (Johnson, Lamers) to adjourn **carried** with no opposition at ~ 7:30 p.m.

Respectfully Submitted,  
Susan Heuser, Secretary