

**MINUTES St. Croix Bike & Ped Trails Coalition Communications Committee  
Veteran's Memorial Park, Somerset WI - August 30, 2021, 6:30 p.m.**

**CALL TO ORDER** – Mark Gherty, Chairperson, called the meeting to order at 6:30 p.m.

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

**ADOPTION OF AGENDA** – A **motion** (Johnson, 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** – May 3, 2021 – A **motion** (Johnson, Heuser) to approve the minutes as presented. **Carried** with no opposition.

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

**ITEMS** for discussion and/or action

1. Changes to Committee Membership/Officers – Gherty indicated his intention to step down as the Chairperson of the Communications Committee. A **motion** (Heuser, Johnson) to recommend that the Board nominate Tim Witzmann as the Chairperson of the Communications Committee. **Carried** with no opposition.
2. Loop Trail Winter Snowplowing and Parking Fee – There was discussion about both the winter snowplowing and the parking fee issues as well as reaction the Coalition has received about both of these issues from interested parties. A **motion** (Johnson, Vanasse) to recommend that the Board send a letter to the Community Development Committee and encourages members to speak at the September 16, 2021, Community Development Committee meeting. **Carried** with no opposition.
3. Friends of the Lake Mallalieu Basin – Gherty reviewed current status of the formation of this committee indicating actual formation of the committee would likely be delayed into early 2022 so all necessary parameters could be put in place. The possibility of the Coalition becoming the owner of the UP railroad trestle property was met with general consensus that this project is really a governmental opportunity not suited for the Trail Coalition.
4. Working Cooperatively with Governmental Units – Several local governmental units were discussed regarding how best the Coalition can work effectively with them regarding trail network expansion. Consensus was that finding the best way to reach the people who can move initiatives forward will likely differ for each entity.
5. Communications Methods and Future Projects – The typically used *communications methods* (website, Facebook, email distribution, community event participation) were discussed and consensus was to continue with those methods with *community event* participation, in particular, on a case-by-case basis. Other communication methods were discussed as further outreach tools with emphasis on participation in large group community activities such as the Hudson Spring Showcase. The Joint Effort Marketing (JEM) grant program of the Wisconsin Department of Tourism was suggested as a possible funding source. The *Future Projects* discussion all trended in the direction of trail expansion in the County and beyond according the Coalition's mission statement. There was not strong interest in changing, expanding or contracting the Coalition's mission. The emphasis of several of the suggested projects was on providing information to organizations and individuals about trail issues.

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6. Marketing Options – Numerous potential marketing options were discussed for both the Coalition and the Lake Mallalieu group. The need for professionally created marketing material was a strong point of discussion. A **motion** (Vanasse, Johnson) to recommend to the Board that up to \$1500 of general funds money be spent to develop a strong marketing package for the Coalition. **Carried** with no opposition.
7. American Rescue Plan and Still to be Enacted Infrastructure Plan – As the infrastructure plan moves toward passage at the national level, there was interest in the Coalition pursuing research into how these funds will be accessed in Wisconsin, particularly as they relate to trails, and providing that information to organizations that could potentially benefit from the funding.
8. Bike Rack Initiative – Johnson indicated his interest in continuing to lead the technical details and contact with bike rack manufacturers portion of this initiative. Gherty indicated strong interest in continuing to pursue this cooperative project as a community wide trail friendly project. General consensus was that this project is positive publicity for the Coalition.
9. Other(s) – Beyond the Loop signage placement and brochure holders were discussed. Confirmation from the County that signage for this particular trail will not be a part of the Trailhead information at the Kiosks started a discussion about where signage might be effective. Two areas, New Richmond and Somerset, were discussed. Exact locations would be determined by the municipalities. Consultation with the Pathway group will be initiated.
10. Set next meeting date October 4, 2021 OR November 1, 2021 OR Another Date – The **next meeting** was set for **November 1, 2021**.

**ITEMS FOR NEXT BOARD of DIRECTORS AGENDA** - Approval of Communications Committee Changes, Loop Trail Snowplowing and Parking Fee Issues, Friends of Lake Mallalieu, Mission of the Coalition, Marketing Strategies for the Coalition, Bike Rack Initiative, Beyond the Loop Signage and Brochures

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

**ITEMS FOR NEXT COMMUNICATIONS COMMITTEE AGENDA** - Loop Trail Snowplowing and Parking Fee Issues, Friends of Lake Mallalieu, Marketing Strategies for the Coalition, Bike Rack Initiative, Beyond the Loop Signage and Brochures

**ADJOURNMENT** – A **motion** (Johnson, Vanasse) to adjourn. **Carried** with no opposition at ~ 7:50 p.m.

Respectfully Submitted,  
Susan Heuser, Secretary