

MINUTES St. Croix Bike & Ped Trails Coalition Communications Committee

Via Zoom - August 29, 2022 – 6:30 p.m.

CALL TO ORDER - Tim Witzmann, Chairperson, called the meeting to order at ~ 6:30 p.m.

ROLL CALL – Committee members present were Mark Gherty, Susan Heuser, Janet Lindstrom, Mark Vanasse and Tim Witzmann. Also present was Ben Heuser.

ADOPTION OF AGENDA – A **motion** (Gherty, Lindstrom) to adopt the agenda. **Carried** with no opposition.

PUBLIC COMMENT – Opportunity for comments on subjects not on the agenda when recognized by the presiding officer. Vanasse reported interest in the Village of Somerset to create some kind of memorial to André Johnson in the Village. The Village received a large Transportation Alternative Program (TAP) grant and is preparing to add significantly to its trail system with those funds. General agreement among Committee members was that some kind of trail would be appropriate since that was a significant interest of Johnson. Vanasse is gathering a Committee to work on the project and will keep the Committee updated.

APPROVAL OF PRIOR MEETING MINUTES – April 4, 2022 – A **motion** (Lindstrom, Gherty) to approve the April 4, 2022, minutes. **Carried** with no opposition.

REPORTS - from individuals about information gathered for the committee

Hudson Spring Expo – Members who had manned this booth thought there was good attendance at the booth that had Coalition, County trail and Union Pacific Railroad Trestle information to discuss with attendees. A rainy Sunday afternoon and good organization by the Hudson Chamber made for a good way to get trail information out to area people

ITEMS for discussion and/or action

1. Outreach Presentation – General and for River Falls Rotary – A template PowerPoint presentation was reviewed by all for inclusion of everything the Coalition has been involved in. A shorter version of that PowerPoint is under consideration by the presenters at the River Falls Rotary Club in October.
2. Communications (Outreach) Plan – Whether and how to present information about Coalition projects in the area was discussed. General consensus was to wait a short period of time to see how the Union Pacific Railroad project develops over the next several months and then decide what kind of outreach might be undertaken.
There was some discussion about River Valley Trails' Autumn Trek Bike Ride scheduled for September 18, 2022, and whether and how the Coalition could/should assist with that event. There was also discussion about working in collaboration with RVT about trail issues in the area. The issue was passed to the Coalition Board for discussion.
3. Economic Summit – The invitation for an Economic Summit planned for April 2020 was reviewed to discuss when the time might be right to start work on that project again. It was delayed out of an abundance of caution just as the pandemic was gripping the nation in the spring of 2020. The plan for this event included people meeting in person to network as well as receive information from speakers all in person. Gherty was going to contact Bill Rubin, Executive Director of St. Croix County's Economic Development Corporation, to assess the situation.
4. Other(s) – There was nothing else presented for consideration.
5. Set next meeting date November 7, 2022, or Other – This item was not discussed.

ITEMS FOR NEXT BOARD of DIRECTORS AGENDA – Outreach Plan, Economic Summit, River Valley Trails Collaboration

ITEMS FOR NEXT COALITION AGENDA – Nothing at this time.

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ITEMS FOR NEXT COMMUNICATIONS COMMITTEE AGENDA – Outreach – long and short term, Economic Summit

ADJOURNMENT – A **motion** (Gherty, Lindstrom) to adjourn. **Carried** with no opposition at ~ 7:30 p.m.

Respectfully Submitted,
Susan Heuser, Secretary