

MINUTES St. Croix Bike & Ped Trails Coalition Communications Committee

January 3, 2022, 6:30 p.m. – Via Zoom

Items in Italics Added After Publication of Agenda

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. Committee member Andrew Lamers was absent. Ben Heuser was also present

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. There was no public comment.

APPROVAL OF PRIOR MEETING MINUTES – November 1, 2021 – A **motion** (Gherty, Lindstrom) to approve the November 1, 2021, minutes as presented. **Carried** with no opposition.

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

ITEMS for discussion and/or action

1. New Richmond Fat Tire Event – Susan Heuser led the discussion. This event will be held January 28th – 30th at various venues in New Richmond with the actual ski race held at the New Richmond Golf Course or an alternate location if snow depth prevents use of the golf course. Coalition participation appears to be one member participating in some of the support activities and the rest of the group participating as spectators.
2. Loop Trail Trailhead Event – Discussion centered on clarifying exactly what the focus of any event would be, which organizations might be partners in planning the event and which organization might be supporters of the event. Discussion regarding what kind of activities would bring people to the Trailhead for the event with some specifics about several musical groups that were reviewed. Other opportunities postponed by the pandemic were discussed with questions about how best to advocate for bicycle tourism as an organization. Information will be gathered in several areas for further discussion at the Coalition Board meeting on January 12, 2022.
3. TAP Grant Applications – Witzmann indicated a grant application is in process for the Landing Hill area of the Town of Somerset. Lindstrom and Vanasse indicated an application is also in process for the Town of St. Joseph. Discussion led to letters of support for each application from the other municipality. The Coalition will write a letter of support for both these applications as well as the likely application from St. Croix County.
4. Marketing Proposal for the Coalition – Discussion centered around how to handle the marketing materials recently developed. It was agreed that flyers should be placed at Libraries, Chambers of Commerce, Bicycle Shops, Establishments where bicyclists regularly gather, etc. Various members took specific areas to keep information distributed to.
5. Filling Empty Seat on the Committee. General discussion about how and whether to fill empty seats and alternate positions on this Committee. General consensus was to wait through the spring months and annual meeting in April to see who might be interested in the Committee.
6. Other(s) – Susan Heuser discussed the County's Open House for Eckert Blufflands Park on January 11th as well as the January 20th County Board meeting where this park plan will be scheduled for approval by the entire County Board.
7. Set next meeting date – February 7 or March 7, 2022 – The **next meeting** was set for **March 7, 2022**.

ITEMS FOR NEXT BOARD of DIRECTORS AGENDA – Fat Tire Bike Worlds, Loop Trail Trailhead Event, TAP Grant Applications, Marketing Proposal for the Coalition, Filling Empty Seats on the Committee and Boards

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ITEMS FOR NEXT COALITION AGENDA – None at this time.

ITEMS FOR NEXT COMMUNICATIONS COMMITTEE AGENDA – Loop Trail Trailhead Event, Marketing Proposal for the Coalition, Empty Seats on the Committee

ADJOURNMENT – A **motion** (Vanasse, Gherty) to adjourn. **Carried** with no opposition at ~ 7:35 p.m.

Respectfully Submitted,
Susan Heuser, Secretary