

MINUTES St. Croix Bike & Ped Trails Coalition Communications Committee

Via Zoom, March 7, 2022, 6:30 p.m.

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 (from 6:40 - 7:10), Susan Heuiser, Andrew Lamers, Janet Lindstrom, Mark Vanasse (alternate), Tim Witzmann. Also present were Ben Heuiser and Kyle Lindstrom.

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

PUBLIC COMMENT – Opportunity for comments on subjects not on the agenda when recognized by the presiding officer. There was no comment.

APPROVAL OF PRIOR MEETING MINUTES – January 3, 2022 – A **motion** (Vanasse, Gherty) to approve the January 3, 2022, minutes as presented. **Carried** with no opposition.

REPORTS - from individuals about information gathered for the committee - Vanasse indicated discussions with the Somerset School District about a memorial for André Johnson had been delayed because of the death of another high-profile School District employee, Bruce Larson.

ITEMS for discussion and/or action

1. Loop Trail Trailhead Event – Witzmann indicated it had already been decided not to hold a trailhead event in 2022. Susan Heuiser provided data about the recent Fat Tire Bike event in New Richmond as references for the cost, volunteer time and supporters needed to hold an event of this nature.
2. Hudson Expo - May 1, 2022 – Discussion about whether to attend the expo as a vendor contained the following items.
 - a) The event will be held May 1, 2022, at Hudson High School from 11:30 a.m. through 3:30 p.m. Fee for nonprofit organizations is \$150. No entrance fee for attendees.
 - b) Gherty indicated this has traditionally been a well-attended event most similar to a trade fair with local youth/school organizations providing entertainment and food vendors present.
 - c) Ideas for items to be displayed at the event were 1) new Coalition brochures, 2) Lake Mallalieu Basin drone video and pictures, (3) maps of Hwy 64 TAP Grant application submissions, 4) treats and kid's activities, 5) a petition and/or signup sheet with contact information, 6) Beyond the Loop maps, 7) If County won't participate, are there trail maps, etc. they could contribute to the Coalition booth, 8) bicycling information about various issues.
 - d) Benefits of attending included 1) reach lots of people who could become advocates for the various coalition efforts, 2) perhaps invite local supporters to join Coalition members to engage attendees in specific conversations about Coalition initiatives.

Ultimately, a **motion** (Gherty, Janet Lindstrom) to recommend that the Board approve participation as a vendor in the Hudson Expo. **Carried** with no opposition.

Gherty will contact the Hudson Chamber about event specifics and Susan Heuiser will contact the County about their participation.

3. Empty Seats on the Committee – There are empty seats and alternate member seats on both the Board of Directors and Communication Committee organizations. Susan Heuiser indicated Coalition by-laws indicate there is no necessity to fill the seats at this time.
4. Other(s) – There were no other topics introduced.
5. Set next meeting date – April 4th OR May 2, 2022 OR another date – The next meeting was set for April 4, 2022.

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ITEMS FOR NEXT BOARD of DIRECTORS AGENDA – Hudson Expo

ITEMS FOR NEXT COALITION AGENDA – Nothing at this time.

ITEMS FOR NEXT COMMUNICATIONS COMMITTEE AGENDA – Hudson Expo Details

ADJOURNMENT – A **motion** (Vanasse, Janet Lindstrom) to adjourn. **Carried** with no opposition at ~ 7:20 p.m..

Respectfully Submitted,
Susan Heuser, Secretary