

MINUTES St. Croix Bike & Ped Trails Coalition Communications Committee

January 9, 2023, 6:30 p.m. – Via Zoom

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

ROLL CALL- Members present were Mark Gherty, Susan Heuiser, Janet Lindstrom, Mark Vanasse and Tim Witzmann.

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

PUBLIC COMMENT – Vanasse discussed the Town of St. Joseph's recent action regarding not accepting the WisDOT Transportation Alternatives Program (TAP) grant award it received in the 2022 round. The Town will work on obtaining WisDOT's permission to place a trail extension into WisDOT Right of Way (ROW) at the designated site, a year long process, and then move forward with actual construction plans. Lindstrom is looking for ways to get more information to the Town Board so they have a strong basis on which to make their future decisions.

APPROVAL OF PRIOR MEETING MINUTES – August 29, 2022 – A **motion** (Witzmann, Gherty) to approve the August 29, 2022, minutes. **Carried** with no opposition.

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

ITEMS for discussion and/or action

1. Outreach – Long and Short Term – Witzmann led the discussion as indicated below.
 - a) Message – There was discussion about the current Mission and Vision Statements.
 - b) Locations and Audiences – There was discussion about the Hudson Community Expo (May 7, 2023 and a Healthier Together presentation made by Coalition members.
 - c) Universal Power Point – Topics – Limited discussion about the need for such a document but no details were discussed.
 - d) Other Items discussed included
 - i. Assistance for the Town of Somerset to construct a Frisbee Golf facility at Parnell Prairie.
 - ii. Coordinating events/initiatives with the River Valley Trails organization.
 - iii. The need for more members and events for people to work on.
 - iv. How to deal with the issue of E-bikes on trails.
2. Economic Summit – Gherty detailed plans to date of a Committee (consisting of representatives from St. Croix County, the Hudson Chamber and Tourism Bureau, St. Croix County Economic Development Corporation and the Trails Coalition) for an Economic/Tourism Summit which included the following items.
 - a) A date of May 11, 2023, during Tourism week in Wisconsin has been chosen.
 - b) The location of the event is at the St. Croix Valley Business Innovation Center in River Falls.
 - c) The participant focus is on St. Croix and Pierce County elected officials, governmental staff at all levels and businesses most affected by tourists in the area.
 - d) Speakers to include personnel from Travel Wisconsin, Wisconsin Office of Outdoor Recreation, St. Croix County and possibly others yet to be named.
 - e) Topics to include how tourism, and particularly outdoor recreation tourism, brings economic development to an area with the focus being the St. Croix and Pierce County areas.
 - f) The idea is to plant the seed among decision makers in the area about the Return on Investment potential of tourism with an emphasis on bicycling tourism.
3. Other(s) – No other items were presented.
4. Set next meeting date – February 6, 2023 OR March 6, 2023 – The **next meeting date** was set for **February 27, 2023**.

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ITEMS FOR NEXT BOARD of DIRECTORS AGENDA – Outreach – Long and Short Term, Economic Summit, Hudson Spring Expo, Speaking Engagement Details

ITEMS FOR NEXT COALITION AGENDA – None at this time.

ITEMS FOR NEXT COMMUNICATIONS COMMITTEE AGENDA – Outreach – Long and Short Term, Economic Summit, Hudson Spring Expo, Speaking Engagement Details

ADJOURNMENT – A **motion** (Gherty, Lindstrom) to adjourn. **Carried** with no opposition at ~ 7:55 p.m.

Respectfully submitted,
Susan Heuiser