

AGENDA Lake Mallalieu Basin Committee

Via Zoom - July 20, 2020, 6:30 p.m.

(Items on the agenda which are not scheduled for a specific time may be considered at any time with a motion by the Committee.)

CALL TO ORDER

STATEMENT OF PUBLIC NOTICE

ROLL CALL

ADOPTION OF AGENDA

PUBLIC COMMENT – Opportunity for comments on subjects not on the agenda when recognized by the presiding officer.

APPROVAL OF PRIOR MEETING MINUTES – June 17, 2021

REPORTS - from subcommittees and/or individuals about information gathered for the Committee

ITEMS for discussion and/or action

1. Set a Standard Meeting Date and Time
2. Review of Draft Marketing Plan
 - Kerry Reis Proposal
 - Current Purpose
 - Preparation of a Marketing Plan
 - i. What Organization Will Prepare the Promotional Materials/Designs
 - Possibilities for Disbursement of Marketing Products
 - i. USPS Mass Mailing by Zip Code
 - ii. Purchase Ads OR Interviews in/with Newspapers, Magazines, Local Cable Stations, Local Radio
 - iii. Letter Writing/Email Campaign
 - iv. Grass Roots Organization in City of Hudson, Village of N Hudson and Town of Hudson
 - v. Grass Roots Approach to St. Croix County Board
 - vi. Speak at Local Gov't Meetings
 - vii. Promotional Material in Local Retail Shops – especially Bike Shops
 - viii. Others
3. Timing for Selection of Name and Mission Statement for the Group
4. Update of Union Pacific Discussions/Actions
5. Budget Necessities and Choices
6. Who Will Take Board Positions When Legal Filings are Completed
7. Others
8. Set next meeting date

ITEMS FOR NEXT Lake Mallalieu Basin AGENDA

ITEMS FOR NEXT BOARD of DIRECTORS AGENDA

ITEMS FOR NEXT COALITION AGENDA

ADJOURNMENT

Mark Gherty, Chairperson

A quorum of various county and/or local governmental bodies and/or committees may be present at this meeting.

No votes or other action will be taken by any of the governmental bodies or committees at this meeting.

Posted at the Town of Somerset Town Hall by Jeri Koester, Town Clerk/Treasurer; at the Village of Somerset Village Hall by Felicia Germain, Village Clerk/Deputy Treasurer and on the Coalition website