

ICE AGE TRAIL COMMUNITY COMMITTEE AGENDA
TUESDAY, AUGUST 7, 2018
6:00 PM
BOARD ROOM
MUNICIPAL BUILDING, 210 COTTONWOOD AVE.

Roll Call

Present: Christina Callies, Jeannie Georgson, Jim Muenzenberger, Jeff Romagna, David Van De Ven, Dave Van Thiel, Cindy Bong and Kelli Yogerst

Meet was called to order at 6:00 pm

1. Consideration of a motion to approve the Minutes for the meeting of June 5, 2018.
A motion was made, second and passed (Muenzenberger/Georgson)
Committee took a minute for new member Christina Callies to introduce herself.

2. Discussion and consideration of:
 - a. Library programs - No Discussion
 - b. Recreational programs – Discussion was held about the Moonlight Hike that is scheduled to be held on Friday, October 26. Will advertise to bring flashlights and head lamps on the Moonlight Hike. Kelli Yogerst, Recreation Director, reported that Yoga in the Park is continuing into fall. Hartland Walking Club is still being held. One idea that was brought up was to do walks on Saturday in the fall and to start going to other places other than Hartland. Yogerst will talk to Tina Pickruhn from REI about bringing snow shoes to be used on one of the hikes.
 - c. Website for Hartland on IATC site – Jim Muenzenberger gave an update on the website. Currently, they are sorting photos and captioning all of them. Working on getting the changes together and prepared so they can hand them over to Lysianne Unruh, from the Ice Age Trail Alliance.
 - d. Trail signage/education – Yogerst updated on how the IATCC can get more Hartland Community Ice Age Trail street signs up through Hartland. Yogerst reached out to Hartland Lakeside School District Curriculum Director about implementing the Ice Age Trail in the school district. Yogerst has not heard back.
 - e. IATC Partner Program – Pamphlet/Letter – Muenzenberger talked about the IATC Partner Program at a BID meeting. Muenzenberger is running into resistance from the businesses who want to sign up. Currently, there is no database on who is signed up for this program. Committee members agreed that in order to push the program, they need to define why, as a business, would one want to partake. Van De Ven mentioned having a meeting and talk about the business side of the pamphlet and why they should be a business member. Muenzenberger suggested take 15 minutes to talk about it at the next meeting. Muenzenberger listed some ways that might entice business to become members; Mention on the Ice Age Trail Website these businesses are supporters for the trail. What does it mean to have this sticker in my window? Van De Ven assigned the committee to start thinking of why a business should partner.
 - f. Participate in Delafield’s Tourism Brochure – Jeannie Georgson said Jessica Woodward from Delafield wanted to make some more Delafield Tourism brochures that Delafield made during the US Open in June 2018. Committee members agreed not to put money towards it. A motion to not to spend any money on the Delafield Tourism Brochure was made, second and passed.

Yogerst/Van Thiel (0 – 6) Callies abstained since she was not clear what the Delafield Tourism Brochure was.

- g. Kiosk update – Nixon Park Kiosk is done except one latch is missing. DPW has the locks, but they are not on. Yogerst will talk to DPW about putting locks on. Yogerst will put the Hartland is an Ice Age Trail sign on her side of the bulletin board. Yogerst ordered two pamphlet holders; one for the BID and one for the Ice Age Trail. Yogerst gave an update on Jack Sullivan’s Kiosk that will be built at Centennial Park.
 - h. Discussion on installing selfie Kiosk along the Ice Age Trail – DPW could do it over the winter or a Boy Scout as an Eagle Scout project. Callies asked if we were scouting locations. First goal the committee wanted to work on was finding out how we would get the selfie station.
 - i. Future Promotional Events – Georgson stated that the Milwaukee/Waukesha Ice Age Trail Chapters are doing the concession stand at Lapham Peak Fright Hike. The event will be held October 12 & 13, 2018.
3. Other items for follow up as necessary
 - a. Connection with/to schools – No Discussion
 4. Future meeting topics and meeting schedule - September, 4 at 6pm.
 5. Announcements – Committee asked if they could have an operating budget. Yogerst said she will look into it.
 6. Adjourn at 7:50 pm: Motion/second, Van Thiel/Romagna

Kelli J. Yogerst, Recreation Director

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