

**ICE AGE TRAIL COMMUNITY COMMITTEE AGENDA
TUESDAY, OCTOBER 2, 2018
6:00 PM
BOARD ROOM
MUNICIPAL BUILDING, 210 COTTONWOOD AVE.**

Present: Christina Callies, Jim Muenzenberger, Jeff Romagna, Dave Van Thiel and Kelli Yogerst.
Excused: Cindy Bong, Dave Van De Ven

Meeting was called to order by Kelli Yogerst at 6:01 pm. Chair Dave Van De Ven was not present.

1. Elect Chairperson Motion (Yogerst/Van Thiel) was approved to elect Muenzenberger to lead the meeting in absence of Chair Van De Ven.
2. Consideration of a motion to approve the Minutes for the meeting of August 7, 2018. Motion was made, second and passed 5 - 0. (Van Thiel/Romagna)
3. Discussion and consideration of:
 - a. Centennial Park Kiosk Update - The Centennial Park Kiosk is up. Only thing that is missing are the bulletin boards. The bulletin board at Centennial Park will be divided up into 4 sections.
 - b. Moonlight Hike – Friday, October 26, 2018 – Jeannie Georgson was not present at the Tuesday, October 2, 2018 meeting to talk about the Moonlight Hike event. Dave Van Thiel will be able to help out. Kelli Yogerst will touch base with the DPW Supervisor in regards to the event. Yogerst will also reach out to Georgson tomorrow about the walk and ask about the events and details.
 - c. Operating Budget Update – Yogerst gave an update in regards to getting a fix sum of money on a yearly basis for the Ice Age Trail. More information will be available in November.
 - d. IATC Partner Program – Pamphlet/Letter – Discussion was held on who can be a partner to the Ice Age Trail. Not only businesses can be partners, but schools, churches and individuals can be partners as well as anyone who wants to support the mission Jim Muenzenberger could not find anything on the Ice Age Trail Alliance website in regards to the Partner Program. The only thing that was found was the paragraph that is in the pamphlet. The question was brought up on why a business would want to be a partner. Some other questions a business might raise are: What am I in for? Does this benefit me? Benefits are listed on the current pamphlet. One question the committee raised is whether we can add community spirit and pride into the pamphlet. Muenzenberger went on the website and didn't see any other recognition of anybody being a community partner. No one has a running log of any members of the partner program. One idea for partner program is to have on Hartland's ice age trail website a list of the partners. In the pamphlet include a name and website for the Hartland Ice Age Trail website. Tell possible business partners that there will be a page on the website for the partner businesses. It was discussed that we separate the partners on the website with restaurants on one page and shopping on another page. It was discussed whether businesses could do a coupon for the hikers.

Muenzenberger will talk to the BID marketing meeting and see how they like these ideas. The question was raised of who is interested in walking around town to see if local businesses would want to be a partner. Callies said she could help. Van Thiel said Two Rivers did a nice job on their Ice Age Trail Community website advertising their businesses. Yogerst will reorder the bullet points on the pamphlets.

4. Future meeting topics. Discuss Paul Decker's involvement at the next meeting. Paul Decker, Waukesha County Supervisor, wants to get more involved in a project of the IATCC.
5. Announcements: Muenzenberger talked about a river cleanup project the Kiwanis would like to do in the Spring to clean up the Bark River of trees that have fallen in. On Oct 20, 2018 Kiwanis is going to do another clean up along the river by the library. If anybody would like to help, please feel free to let Muenzenberger know. Callies wanted to add Saturday hikes to the Hartland Walking Club.

Motion (Callies/Romagna) to adjourn at 6:56 pm. All in favor.

Kelli J. Yogerst, Recreation Director

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