

**Bayfield Area Trails Committee Meeting Notes**  
**Tuesday February 9<sup>th</sup> @ 3 – 4:30 pm**

**Participants:** Jen Bratsch, Carol Fahrenkrog, Chuck Finn, Tony Jeannette, Kate Kitchell, Erika Lang, Julie Van Stappen, Gabrielle Van Bergen,  
**Not Present:** David Eades

**Confirm acceptance of 2020 Update Report (5 min.):** To be posted on website & members can use for informing their organizations.

- **Action: Kate** will coordinate with Tony to post to website with blog & Facebook post.

**Review and adopt standard directional signs (10 min.)**

- Goal: to create a “Brand” for the Bayfield Area Trails”
- Proposal: to use this standard look and feel at as many trails as possible including: Big Ravine, Brownstone, Jerry Jolly, Salmo, Pike’s Creek, Bayfield Hill, Siskiwit, Fire Tower...etc.
- Discussion: General feedback: They look great and very professional.
  - Committee members agree to use this design and approach on as many trails as possible including Brownstone, Jerry Jolly, Salmo, etc.
  - Drop Landmark from contact list and add the Town of Bayfield
    - **Action: Carol** will coordinate with Town to figure out best contact (email or phone?)
  - Should we add Call 911: decided NOT to include as this is a standard practice
  - If the County emergency services implement a standard numbering and emergency contact process, we could add signs or stickers to implement this process in the future.
  - **Action: Tony & Kate** will explore use of a QR code for people to be able to access the map and location.
  - **Action: Kate** will coordinate revisions, then seek City Parks & Rec. Committee approval to proceed with Big Ravine maps & directional signs.

**Community Survey Results: translating them into action (see 2021 BAT Workplan 2.10.21, calendar, project plan form) (40 – 50 min.)**

- Round Robin: members shared top outstanding observations. Everyone agreed that Tony did a fabulous job synthesizing and presenting the results! The report should be shared widely.
  - Washburn is starting dialog about a community trails & recreation survey. This could be a useful example to work from.
  - We need to connect better with other organizations, including the biking groups: CAMBA and North Coast Cycling Association.
  - Road biking ranked higher than expected: this should get onto our radar screen for additional trails and trail linkages.
  - We need to be mindful that results are only as good as the audience we reached out to; thus, results may not reflect the full scope or distribution of trail user interests. For example, motorized use is not an expressed interest here, but we know there are people interested in these trails and activities.
  - The respondents were remarkably older than those we see using the trails. How do we reach a broader and younger demographic to inform them about trails and to engage them in support and stewardship? Let Facebook page get better known. Add Instagram account.
  - We need to think about how to address those who are willing to donate funds. Do we need to establish a 501c3 or partner with an existing non-profit (e.g. AWB or Landmark or RFR) or a fiscal sponsor such as Duluth-Superior Area Community Foundation (DSACF)?
  - The Water Trail idea is interesting. Need to think about what to do about that.
  - Frog Bay was not referenced much, but that was intentional due to the current closure under COVID.

- **Follow-up Actions:**

- **Kate:** Develop recommendations on how to re-engage CAMBA and NCCA and other user groups in our meetings and activities. They are on our email outreach list, but we could take more initiative.
- **Tony:** Research Instagram as another outreach tool to connect with younger audience.
- **Communications Team:** Focus outreach on stewardship vs. promotion.
- **Kate & Tony:** Re-do the survey later in the year, perhaps summer, to try to reach younger audience. Consider a process for ongoing feedback via social media/website.
- **Kate will follow up with Chuck:** Figure out how/where to receive and manage donations.

**Discussion of BAT 2020-2023 Work Plan Priorities** (reference draft work plan documents)

These documents were built upon the 2020 priorities, incorporating new information and survey results related to priorities, communications, and volunteer participation. The draft work plan for 2020-2023; is too overwhelming.

1. What should our priorities be for maintaining and expanding existing trails?
2. What should our priorities be for additional trails and trail connections? Reference what is “missing” and “More/Different Trails.”
3. What actions should we take to further enhance our communications and information (online, in the field)?
4. Putting volunteers to work.
5. How can we **organize** to effectively leverage interested community members? Citizen Action Team (CAT), subcommittees, or other? Areas where volunteer subcommittees could help:

- **Follow-up Actions:**

- 1) **Kate** has condensed and simplified the work plan priorities document to focus on 2021.
- 2) **Everyone: By 2/23** BAT Comm. members asked to review and provide comment on the “2021 BAT Work Plan 2.10.21” draft priorities document (link below). Comments can be made on google drive document or submitted via email to Kate.  
[https://docs.google.com/document/d/15IenJGqDOwcZ9IYhFcoA\\_9kHa3XWVhHm/edit](https://docs.google.com/document/d/15IenJGqDOwcZ9IYhFcoA_9kHa3XWVhHm/edit)
- 3) **Everyone:** think about organizing to leverage more volunteer assistance beyond just trail projects:
  - i. Start first with Communication and Outreach since that is where the greatest interest was expressed and it is easiest to delegate.
  - ii. Follow with a Volunteer Program.
- 4) **Communications & outreach actions:** **Tony**
  - Add trails that are missing from our list but mentioned in the survey
  - Continue to use/expand email outreach list
  - Explore AllTrails & Avenza apps
- 5) **Kate & Tony** will share the survey results along with a message about re-doing survey later in 2021 as well as providing an opportunity to provide real-time input.
  - Email to all with thank you and link
  - Chamber blast
  - Post blog and links on website, Facebook, etc..

**Future Agenda Topics (informed by survey):**

- **Agendas:** Kate will try to share draft agendas a week in advance to seek feedback.
- Adopt 2021 BAT **Workplan** (recognizing this is a working document)
- **Reports** on action items

- **Communications** and Outreach “subcommittee” concept
- **Feedback** on calendar and project planning form.
- **Private Land Trail Crossings Strategy** document: recognizing that additional connections would require private landowner permission, we need to understand the options and implications in terms of liability, long-term continuity, politics, and costs. This would also include the need for the support of County, Town, and City elected officials due to the potential tax revenue implications.
- Start discussion about **planning and landowner outreach for additional connectors**. Recommend starting with Bayfield Hill and Orchard area.
- **Financial Management:** Figure out how to approach administering donations, funding for projects that cross jurisdictional boundaries or support the entire BAT Comm. (e.g. website subscription). Fundraising should focus on new initiatives.