

Bayfield Area Trails Committee Meeting Notes
Tuesday March 9th @ 3 – 4:45 pm

Participants: Finn, Fahrenkrog, Jeannette, Kitchell, Lang

Not Present: Bratsch, Eades, VanBergen, Van Stappen

Report on Action Items (5 min.)

- Annual Report and Community Survey results posted on website, Facebook, Chamber Blast, & sent to list via email.
- Standard signs:
 - For the Big Ravine map, Carol confirmed with the Town of Bayfield to add the garage phone number as contact: 715-779-3481. Map being updated accordingly.
 - City Parks & Rec. loves the Big Ravine maps. Approved to proceed.

Accept and Implement BAT 2021 Work Plan: (all docs are in Google Drive)

The following products were discussed: 1) final draft of the work plan; 2) condensed work plan for public posting; 3) 2021 volunteer trail projects list by month; 4) work plan calendar. All are recognized as dynamic documents that may be adjusted over time. Key points of discussion:

- The Committee recognizes this as ambitious; adopted the work plan with the following adjustments.
 - Show this as 2021 – 2023 Work Plan to provide flexibility and manage expectations.
 - Remove Doug Olson from the AWB rep. list, listing Chuck Finn as the sole AWB rep.
 - Kitchell remembered/added a missing project: install boardwalk to address wet sections of the Striped Skunk Trail on the Big Ravine’s west side. Planned for July.
- Chuck reported on substantial progress made by an ad hoc group on a winter (XC ski) trail from AWB to Valhalla. This is something that BATs may be able to support.
 - ACTION: Chuck will monitor and keep BAT Comm. informed.
 - ACTION: when the time is right, add this as a potential trail connection. Chuck will need to connect a p.o.c. with Tony to add this to the online map.
- A few adjustments were made during discussion.
- ACTION: Tony will post 2021 – 2023 work plan on the website
- ACTION: Kate & Tony will prepare and post updates on the work plan & volunteer project list on the website and Facebook.

Communications Report (20 min.): Tony

- Using QR code to access map: everyone loves it. Kate will purchase & post stickers at trailheads.
- The group will consider other uses of QR code? Trail register?
- All Trails and Avenza: Tony will do further research & report at a later date.
- Use of Instagram: This generated substantial discussion about the purpose as well as benefits/risks of using this social media tool. The benefit could be reaching younger audiences and sharing photos of the trails. Risks could be generating significantly more use that could adversely impact the trails, the resources, and the user experience. The Committee discussed the need to balance increasing information/outreach with maintaining a “lower profile” focused on mostly local trail users. All agreed that we must be proactive with our information and management, emphasizing responsible trail use and resource stewardship. This also pointed to the need to develop a communication plan.
- Developing a Communications Committee and Plan: Kate proposed working with a few select volunteers to develop a communications plan and to provide additional support toward developing & maintaining content for the website & Facebook page as well as interpretive signage. The communications plan would include: Purpose; Goals; Messages; Target Audiences; Methods/Tools for reaching audiences; seeking ongoing feedback from public/trail users. The draft plan will be brought to the BAT Comm. for review and adoption when ready.

- Chuck shared the idea that non-profit organizations have basically 2 phases: 1) Developing; 2) Operationalizing. The second phase is most often where these organizations fail. This will be a challenge for BATs.

Round Robin Reports: what's new?

- Carol (Town & Pike's Bay Sanitary District):
 - PBSD is working on a connection at Apple Hill.
 - Kate asked if PBSD could consider using their r/w's for trail corridors. Carol said she would share this idea with the Board and keep eyes open for opportunities.
 - The Town Plan Comm. is addressing lands of north of Bayfield that need cleaning up and proper permitting.
 - Feedback to AWB that she has received: some people have gotten "lost" or "disoriented" without arrows in conjunction with the maps. This will be more important as more visitors come to use the trails, including less experienced skiers.
 - Lang asked if there is an update on Rinehart driveway: answer: nothing new.
- Erika (Landmark): Brownstone Updates
 - Expecting appraisal on Maki property end of March/early April. Maki family committed to working cooperatively as long as the appraisal is reasonable.
 - Planning to visit with Dan Maki about possible new trail re-route to avoid the Hwy 13 curve.
- Chuck: (AWB) They will host year-end celebrations: Alpine events: Sat. 3/13 and Nordic on 3/20.
- Kate (City):
 - Planning to order Big Ravine maps & signs within the next 2 weeks – install asap.
 - Mud season: will be inspecting Pine Bluff Trail (and others) for conditions:
 - Temporary trail closure signs have been posted at top and bottom of Pine Bluff.
 - Trail alert and update will be posted on website & Facebook. This will include info. about mud season trail etiquette (If you make a mark, turn around).
 - Proposal for a trail to connect the school with the Big Ravine's Gil Larsen Trail has been received from Trails Anonymous. Will be reaching out to school contacts about possible support and cost-share for trail construction.

Introducing Private Land Trail Crossings Strategy: Kate

Starting the discussion. 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.

- Draft strategy document
- Primary topic on next agenda: Recommend starting with Bayfield Hill and Orchard area.

Future Agendas:

- **Communications Plan & Team**
- **Field Project Planning & Mobilizing Volunteers**
- **Re-engaging other partners in meetings etc:** How to re-engage CAMBA and NCCA and other partner groups in our meetings and activities. They are on our email outreach list, but we could take more initiative. 1) Invite partners on the MOU to regular meetings? 2) Open meetings to email list?
- **Financial Management via Fiscal sponsorship:** continue ongoing research and exploration on this approach for managing donations and funds for cooperative multi-jurisdictional projects.
- **Requesting Donations:** from work plan priorities, identify project for which to request donations

Adjourn: NEXT MEETING: April 13 @ 3 - 4:30 p.m.