

## Agenda

- Quick round robin report (MOU signing?): 1) AWB - Doug; 2) City - Kate; 3) County (?) - Jen; 4) Landmark - Erika; 5) NPS – Julie; 6) BCVB - David
- Website etc. update: Tony
- Reference 2020 Priorities & Plan
- Start discussion about further engaging community members in Bayfield Area Trails

### **AWB: Doug**

1. Tons of trail work is being accomplished: Raven & Sugarbush “lollipop.”
2. Mick Parent continuing to do recon on possible route between hatchery & AWB

### **City Report: Kate**

1. Gil Larsen Trailhead
  - a. Interpretive signs in process – should have them ready for fabrication soon
  - b. Some touch up this fall – gravel pads, steps
  - c. Timbers – next spring
  - d. Working on vegetation management plan to maintain the view of the historic Iron Bridge.
2. Meyers-Olson parking area & East Rim Trail – done. WOW! Lots of hard work from volunteers. People are loving the trail.
3. Trailhead kiosks almost done at Hilltop and West Rim Trailheads
4. Big Ravine Connecting Trails – Lots of positive feedback
  - a. 3 segments complete
  - b. Fragile areas protected
  - c. Pine Bluff – planned for construction late October
  - d. DNR grant – awaiting answer
5. Big Ravine & BATs sign plan – standard signage: will look for feedback from BAT Comm. members
6. Waterfront Walk – submitting proposal to WCMP
7. Letter requesting access permission to Neil Schultz for trail along lakeshore is on hold for now.

### **County: - Jen**

1. Extra checking of Yurts very time-consuming due to COVID
2. Lots of data clean up and mapping for 15-year plan
3. Snowmobile clubs preparing trails for upcoming season
4. Picnic shelter on Flag Rd. on ATV route near
5. Siskiwit trail work to start soon: being done by Nordic Group – Superior/Duluth

### **Landmark – Erika**

1. Brownstone Trail
  - a. Continues to slump
  - b. Community mtg. in early December
  - c. Engaging with community advisory committee
  - d. Maki bros. working on getting appraisal for their property – help inform about possible acquisition. Expected to be completed end of Jan.
  - e. Application to WCMP for community engagement and possible design concepts for the Maki property
  - f. Barrier remains up; some people still going around; no trespassing won't be posted – would likely aggravate community more than help anything.
  - g. Landowner will be cutting through the trail to build driveway and garage: no role for Landmark.

- h. Baseline report has been proposed for the full corridor; Kate K. & Tom Fitz taking the lead.
  - i. Will explore possible options for improving the current re-route; especially around the “Big Curve” just south of Seagull Bay Motel. Erika & Kate will continue to work on this; to be considered by City Parks & Rec. Committee.
2. Tyler Forks (beyond BAT Comm. area) – great property & wonderful trails potential.
  3. Shared info. about expansion of Apostle Islands Area Campground: Town Plan Commission split 1) some wanted conditions, including fewer campsites. Final outcome: Town decided to approve. Still need to get County approval.

**Town:**

Bob Feyen & a dedicated corps of volunteers have brought Salmo Trail back to life and safe travel. They leveled the bridges & added boardwalk.

**BCVB – David**

Challenging year for BCVB, but they remain very supportive and pleased about all that is happening.

**Website – Tony**

Check out the analytics sent to BAT Comm. by Tony. 234 new visitors to the site in last month. Pretty good! >60% were 18-35 age group. Biggest focus was on Trail Map.

Members will work toward adding the BAT website link onto their websites: BCVB, City, County, Landmark, AWB

**Brainstorm Discussion About Engaging Community & Possible Forum in December**

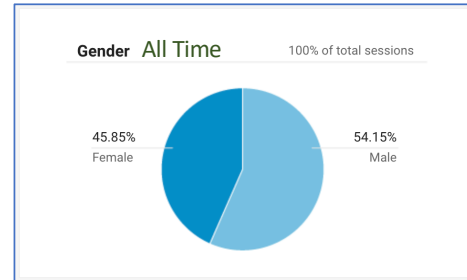
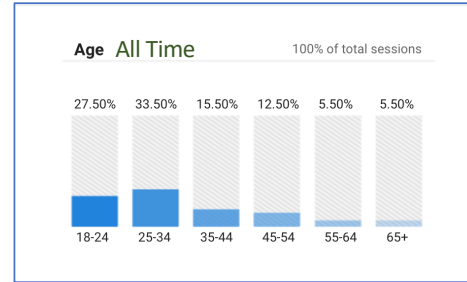
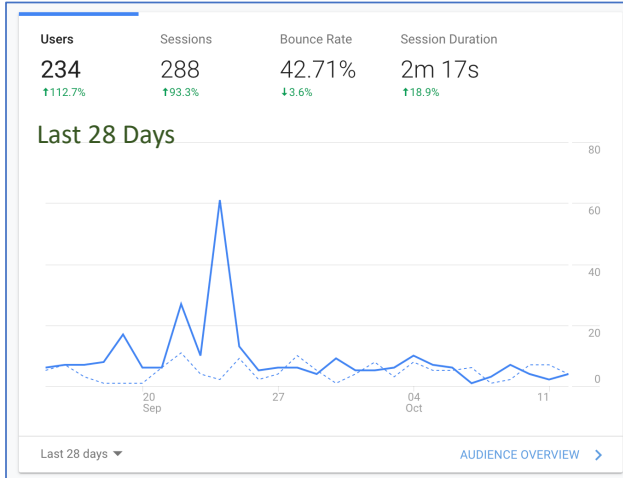
- It feels like folks are a little burned out...low turn-out for projects recently
- Timing? Better in spring?
- Not sure if folks would attend, even virtually.
- Purpose – just info? or engagement & input?
- Maybe do an initial survey of interest, especially with those who have been active this year.
- There’s a need for more than trail work. Needs to be structured & oriented so that volunteers really know and understand what they’re being asked to do. Once comfortable, they get more involved.
- Write work plans & job descriptions & task description.
- Citizen advisory committee – participate in calls, provide more connectivity to community.
- If you don’t ask, you never really know if folks want to be more involved and how they want to be involved.
- Ask those who have been involved, do they want to get more involved? Are you being well-utilized? Skills & interests?
- Find ways to reach younger folks?
- Could we do a Brownstone Trail update as part of this? Or a joint meeting? In December.

**NEXT STEPS:**

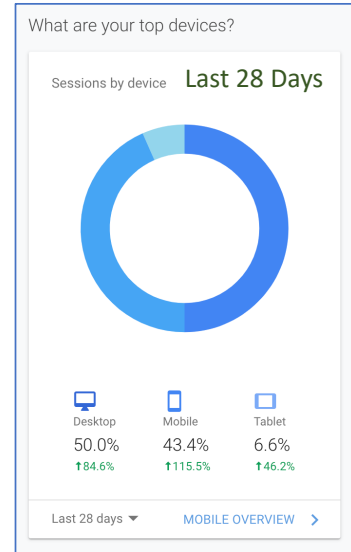
- Kate will query active volunteers about if/how they might want to get more involved.
- Members will think about a virtual trails forum: timing, purpose, structure
- Discuss Trails Forum & Community engagement on next call. Share ideas in the interim.



# BAT Website Analytics – 9/13 – 10/13



Page	Pageviews	Unique Pageviews	Avg. Time on Page
	716 % of Total: 100.00% (716)	556 % of Total: 100.00% (556)	00:01:36 Avg for View: 00:01:36 (0.00%)
1. /	344 (48.04%)	243 (43.71%)	00:01:16
2. /trail-map-information.html	171 (23.88%)	131 (23.56%)	00:03:04
3. /trail-alerts.html	42 (5.87%)	39 (7.01%)	00:02:21
4. /blog/three-new-trails-completed-in-the-big-ravine-network	37 (5.17%)	33 (5.94%)	00:01:50
5. /blog/major-nordic-trail-projects-accomplished-at-mt-ashwababay	21 (2.93%)	18 (3.24%)	00:01:35
6. /blog/work-is-underway-on-the-big-ravine-access-from-meyers-olson-road	19 (2.65%)	17 (3.06%)	00:00:48
7. /team-mission-vision.html	13 (1.82%)	12 (2.16%)	00:00:20
8. /blog	12 (1.68%)	9 (1.62%)	00:01:47
9. /reports-notes-press-events.html	12 (1.68%)	10 (1.80%)	00:00:47
10. /blog/iron-bridge-update	10 (1.40%)	10 (1.80%)	00:00:39



User Type	Acquisition		
	Users	New Users	Sessions
	241 % of Total: 100.00% (241)	232 % of Total: 100.43% (231)	299 % of Total: 100.00% (299)
1. New Visitor	231 (84.62%)	232 (100.00%)	232 (77.59%)
2. Returning Visitor	42 (15.38%)	0 (0.00%)	67 (22.41%)

Browser	Acquisition		
	Users	New Users	Sessions
	241 % of Total: 100.00% (241)	232 % of Total: 100.43% (231)	299 % of Total: 100.00% (299)
1. Safari	114 (47.30%)	113 (48.71%)	147 (49.16%)
2. Chrome	93 (38.59%)	87 (37.50%)	115 (38.46%)
3. Firefox	11 (4.56%)	11 (4.74%)	12 (4.01%)
4. Safari (in-app)	8 (3.32%)	8 (3.45%)	8 (2.68%)
5. Edge	6 (2.49%)	6 (2.59%)	7 (2.34%)
6. Android Webview	4 (1.66%)	3 (1.29%)	4 (1.34%)
7. Amazon Silk	2 (0.83%)	2 (0.86%)	2 (0.67%)
8. Samsung Internet	2 (0.83%)	1 (0.43%)	3 (1.00%)
9. Internet Explorer	1 (0.41%)	1 (0.43%)	1 (0.33%)