



# Bayfield Area Trails - Communication Subcommittee Charter

## BAT Mission

To **create** and **sustain** a multiple-use trails network in and around the City of Bayfield with active public **involvement** and **support**.

## Team Mission Statement

We **“Share”** the BATs **“Story”** using specific **“Channels”**.

<p><b>We “Share”:</b></p> <ul style="list-style-type: none"> <li>• Communicate/Inform</li> <li>• Educate</li> <li>• Promote</li> <li>• Inspire</li> <li>• Encourage - Involvement</li> <li>• Celebrate</li> </ul>	<p><b>The “Story”:</b></p> <ul style="list-style-type: none"> <li>• Stewardship</li> <li>• Sustainability</li> <li>• Community</li> <li>• Play</li> <li>• Work</li> <li>• Volunteerism</li> <li>• Land Conservation</li> <li>• Appreciation</li> </ul>	<p><b>Using specific “Channels”:</b></p> <ul style="list-style-type: none"> <li>• Website</li> <li>• Social Media</li> <li>• Surveys</li> <li>• Emails</li> <li>• Chamber Blast</li> <li>• Media Releases</li> <li>• Newsletters</li> <li>• Signs</li> <li>• Graphics</li> <li>• Maps</li> <li>• QR Codes</li> </ul>
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## Operations & Outputs Chapters of **“The Story”**:

<p><b>Project Plans:</b></p> <ul style="list-style-type: none"> <li>• Trail expansion</li> <li>• Progress updates</li> <li>• Community input</li> </ul>	<p><b>Volunteer Content:</b></p> <ul style="list-style-type: none"> <li>• Opportunities</li> <li>• Calls for volunteers</li> <li>• Education</li> <li>• Recognition</li> </ul>	<p><b>Community Content:</b></p> <ul style="list-style-type: none"> <li>• Partnership connections/promotion</li> <li>• Greater community connections</li> <li>• Event Information</li> <li>• Community input</li> </ul>
<p><b>Trails Content:</b></p> <ul style="list-style-type: none"> <li>• Promotion/Showcase - The beauty of the trails</li> <li>• Natural &amp; Cultural History</li> <li>• Use and enjoyment</li> <li>• Alerts</li> <li>• Safety</li> <li>• Etiquette</li> <li>• Rules &amp; Regulations</li> <li>• Documentation about available trails</li> <li>• Navigation</li> </ul>	<p><b>BAT Organizational Information:</b></p> <ul style="list-style-type: none"> <li>• Minutes and Reports</li> <li>• MOU</li> <li>• Survey Results</li> <li>• Land Use/Access Documentation</li> </ul>	<p><b>Support:</b></p> <ul style="list-style-type: none"> <li>• Package and deliver communications from other committees including: <ul style="list-style-type: none"> <li>○ Fundraising</li> <li>○ Volunteer coordination</li> </ul> </li> </ul>



## Scope and Funding

### Activities that are **out-of-scope**

- Membership maintenance
- Grant writing
- Project/Event planning and coordination

### Staffing/Funding needs

- Weebly subscription
- Email notification subscription
- In-Design \$240/year

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## Tasks/Skills/Roles

### Sustaining the Team:

**Committee Membership/Roles:** The Communication Committee will have 3-4 members who have one or more of the following skills:

- Copywriter for blog and Facebook
- Photographer to capture trails and events
- Curator of trails information
- Graphic designer
- Map creator
- Website developer (including Facebook)

### Committee Coordination:

- BAT Committee Executive Chair
  - Provide direction for the communication plan
  - Act as reviewer and approver of communications
- The Communication Committee chair:
  - Coordinate development of annual communication plan and calendar
  - Coordinate work of committee members based on the communications calendar
  - Act as reviewer and approver of communications
  - Report activity and statistics to the BAT Committee

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## Target Audiences

### 1. Trail Users

- a. On the trail
- b. Coming to the trail

### 2. Volunteers

- a. Current volunteers
- b. New volunteers: target younger demographic

### 3. Funders

- a. Elected officials (BAT Comm. members: City, County, Town, Red Cliff, Landmark, AWB, NPS)
- b. Granting entities
- c. Private donors

### 4. Landowners

- a. Private
- b. Public