



Vision

Enrich the community and promote a healthy lifestyle by facilitating the creation of a network of public trails and greenways.

Mission

SPOKES will plan for and facilitate in the development, implementation and maintenance of a greenway and trails network within Shawano county and adjacent areas for recreation and alternative transportation, while preserving and restoring natural areas and resources connected with the trails.

Tuesday – March 19, 2013 Shawano County Courthouse Meeting Room A 6:30 pm – 8:30 pm

Long-Range Planning Minutes

Facilitator	Nancy Brown Koeller
Note Taker	Nancy Schultz, Secretary
Members Present	Nancy Brown Koeller, Matty Mathison, Carol Westphal, Dave Koeller , Gail Bartz, Dave Schmidt, Nancy Schultz, Maxine Williams, Janet Lewellyn
Members Absent	Tim Reed, Steve Sengstock, Carrie Verkuilen, Mark Schulz, Donna Milbauer, Joel Kroenke, Mary LaMarche, Greg Sturm, Judy Judd, Keith Marquardt, Jerry Czech,

10 minutes	Review of SPOKES Long Range Planning minutes from May 2012	Nancy Schultz
Discussion	Approval of May 29, 2012, SPOKES long range planning meeting minutes.	
	Nancy Schultz passed around a sheet for attendance. Motion by Matty to accept the minutes from the May 2012 long range planning meeting, and Dave Schmidt seconded the minutes. All approved.	
Conclusions	Motions passed. Minutes approved as written.	
Action Items		

15 minutes	What we accomplished since our last meeting	Nancy Brown Koeller												
Discussion	<p>Nancy B.K. spoke to the group about the overall goals of the organization. What we can and would like to do to reach our overall goals. Nancy S. read our mission statement. She shared this chart</p> <div style="text-align: center;"> <table border="1"> <tr> <td>A</td> <td>C</td> <td rowspan="2">↑ Easy</td> </tr> <tr> <td>B</td> <td>D</td> <td>↓ Hard</td> </tr> <tr> <td colspan="2">←</td> <td></td> </tr> <tr> <td>High impact</td> <td>Low Impact</td> <td></td> </tr> </table> </div> <p>What we have accomplished: New logo, banners, draft for ALTA – Comprehensive plan, bylaws, incorporated, annual meetings, member of chamber, Transform WI</p>		A	C	↑ Easy	B	D	↓ Hard	←			High impact	Low Impact	
A	C	↑ Easy												
B	D		↓ Hard											
←														
High impact	Low Impact													

	grant, kicked off Bike the Barn Quilt and received a grant, SRTS, parades for PR, Website, Helped at Navarino Bike Ride, Spoke at Rotary, Chamber, and Optimist, Bike Rodeo, Trails for Tomorrow Conference attended by several members, Bike racks for the school.
Conclusions	
Action Items	None

15 minutes	Impact for Influence	Nancy Brown Koeller
Discussion	<ul style="list-style-type: none"> *Awareness – Website <ul style="list-style-type: none"> - Social Media -Schools SRTS add Bonduel, Tigerton, and Parochial Schools *Members – Bike the Barn Quilt <ul style="list-style-type: none"> - Membership drive *Creditability – 2013 Trails for Tomorrow <ul style="list-style-type: none"> - Planners and Hwy – Scholarship & Lunch *Money *Visibility – Website <ul style="list-style-type: none"> - Showing up (Signage for Shawano Pathways) - Monthly meetings on community calendar *Partnership – CHAT <ul style="list-style-type: none"> - Rotary - Snowmobile Club - New bike owner - City, county and highway – need road construction plans <p>Trail from Casino to Mountain Bay Trail Expand the Hwy 47 side of the road for bikes.</p>	
Conclusion		
Action	Save the Date to mailing list for May 22 meeting with County Board. Call County Board representatives about May 22 meeting.	

10 minutes	To Do	Nancy Brown Koeller
Discussion	<ol style="list-style-type: none"> 1. New name for website including my favorite route, bike the barn quilt, and park to park. 2. County Board meeting for the adoption of the plan on May 22. 3. Crossing at Green Bay Street. 4. Move up from 60th out of 72 5. Mentality needs to change – not a pro biking (means of transportation – need to educate city council) 6. Events – park to park, raft and ride, and close the city street for a biking/walking event. 7. Signage – MBT and Bike to school or work week. 8. Buy in from communities –Trail towns. 	

Conclusions	
Actions	None.

15 minutes	Goals	Nancy Brown Koeller
Discussion	<ol style="list-style-type: none"> 1. Gold level community. 2. Complete Streets 3. Trail Towns 4. Bike to Work Week 5. Education and Safety <ul style="list-style-type: none"> -Website -Events – print SRTS (Nancy and Matty) -Health Fair -Police tickets 	
Conclusions		
Actions		

10 minutes	Fundraising	Nancy Brown Koeller
Discussion	<ol style="list-style-type: none"> 1. Specific projects – such as connecting Wiouwash to MBT. 2. Signs in Birnamwood. 3. Grant writing – Community Foundation. 4. Benefits – promote at stock car races, ski sharks, farmers market, flea market, Charlie’s County Market, and Green Bay Packers Fit 60 	
Conclusions		
Actions		

20 minutes	Prioritize Items to work on	Nancy Brown Koeller
Discussion	<p>Priority A – meetings on community calendar.</p> <p>B – SRTS at Bonduel, Tigerton, and parochial schools</p> <p>A – Website – tool and website redevelopment College kid to maintain it – webmaster; Find out who does the chamber website –Gail; Need webmaster; Dave would be a volunteer coordinator.</p> <p>A – May 22 County Board meeting – all present, announcement to all board members, draft simple announcement for trail support and trail plan, county board representatives.</p> <p>B – 60th out of 72 by increasing the amount of bike racks within the community, complete crossing on Green Bay street and MBT, and trail around the lake. Events such as raft and ride event 2014, park to park event (Transform WI), facilitate block party in 2014</p> <p>B or C – Signage to MBT, cost of signs and what it would take – Greg and Keith Buy in from communities such as trail towns</p>	

	<p>Change mentality (not pro biking) Educate County Board, Trails for Tomorrow Scholarship –Nancy BK Chamber, City Police Dept. and Judy Judd. Bike the Barn quilts brochures – Nancy BK to Ski Sharks.</p>
Conclusions	
Actions	None

Next meeting date will be September, 2013 at 6:30 pm.

Sincerely
 Nancy Schultz, Secretary