

**ICE AGE TRAIL COMMUNITY COMMITTEE MINUTES
TUESDAY, AUGUST 2, 2022
6:00 PM
BOARD ROOM, MUNICIPAL BUILDING, 210 COTTONWOOD AVE.**

Present: Jim Muenzenberger, Mark Miner, Jeff Romagna, Kelli Yogerst & Jake Zuehl.
Absent: Christina Callies

Meeting was called to order at 6:02 pm by Jim Muenzenberger.

- 1. Consideration of a motion to approve the minutes for the meeting of 6-07-2022-**
Motion (Miner/Zuehl) to approve 6-07-22 minutes with correction of Romagna not making motion for adjournment on June minutes. Carried (5-0).
- 2. Discussion and consideration of the budget report balance.**
Yogerst said she didn't know if Callies spent more than \$100 for handouts but she will reach out Callies to see what she spent. There should be around \$500 in the budget.
- 3. Discussion and consideration of:**
 - a. Standing hikes and events updates-
Zuehl said he and Callies were there in the morning on Hartland Kids Day and Jeannie came to help set up. He said they ran out of stickers, 1 of the handouts and trail maps. He said well over 100 people stopped at their booth while they were there. Zuehl suggested doubling the number of handouts for next year. Yogerst said Callies sent her an email saying the number of things to hand out should be doubled for next year. Zuehl said there were a lot of people not from Hartland. Yogerst said she had a map of Hartland trails and parks, and people were taking them.
Romagna said his last hike at Holy Hill only had 3 participants, but he said he will continue to do them. He said he has his hikes set up for the fall also. Yogerst said Callies will have 1 wee walker hike a month on Saturday. She said Romagna and Callies hikes are in the program guide.
 - b. Future co-promotional events-
Discussion on ideas for Mammoth Challenge for Hartland. Yogerst said she did a Landmark challenge this summer and went along the Ice Age trail except for one of the hints. She said we could always do that again for a pin. Another idea brought up was to hide the stuffed Monty's somewhere in the community at different locations each week along the trail, and if they get all the locations, they could get a pin. It was stated that the Mammoth challenge is to do 42 miles on the trail in October and in 3 communities plus you can combine your miles. Discussion on whether to use a stuffed Monty or use ITAC logos for the scavenger hunt contest. Brief discussion on using the Strive On app, increased signage and connecting local businesses with the trail & Mammoth Challenge. Yogerst said she can put it in the fall program guide. Brief discussion on the Mammoth

Challenge and how to use Monty to engage people to participate in Mammoth Challenge.

Yogerst said the library will be having a Monster Bash at the Library on October 25th from 6pm-7:30pm and they said if IATC wanted to do a hike and we could piggyback a hike with them. Yogerst said she would like to have the spooky path to be 2 weeks before Halloween and have a Halloween hike where the kids can wear their costumes. Discussion on wrapping the bollard lights on the walking path for the hike in orange and purple paper. Halloween Hike will be Oct 25th which is same night as Monster Bash. Moonlight hike is being considered for Oct. 8th.
"Overlapping conversation".

c. Marketing of events

i. Website, Apps-

Already discussed possible avenues.

ii. Social Media, other-

No update at this time.

4. Discussion and consideration of:

a. Trail maintenance and enhancement-

Bridge at Hartbrook is closed and temporary trail is marked, it is posted on the Village website too that it is closed.

b. Kiosk signage –

No update.

c. ECOS -

Muenzenberger told everyone there has been some talk from the Village about combing ECOS and the IATC.

Muenzenberger said the other committees may not realize what the IATC does.

Zuehl suggested making a list of everything IATC has done. Brief discussion on the chips at Penbrook Park.

5. Other items for follow up as needed:

a. Educational opportunities-

Yogerst will work with Michelle Davis on ideas for Summer Splash next year. Yogerst said she can follow up with Michelle.

b. Connection with schools, library, and community-

Yogerst will connect with the library about the Monster Bash. Recap on activities being done in October – Hike at Monster Bash, Find Monty contest and Moonlight Hike.

6. Announcements -

None at this time.

7. Future meeting topics and meeting schedule –

Next meeting will be September 6th.

8. Adjourn -
Motion (Romagna/Minor) to adjourn. Carried (5-0). Meeting adjourned at 6:47 pm.

Respectfully submitted By Recording Secretary,

Deidre Bushey