

Waterloo Regional Trailhead
Meeting Notes – 03/10/2014 6:30 pm

1. Staff Update (Elyse)
2. Project Coordinator Update (Elyse)
3. Funding Strategies for 2014
4. Plaques (Laura & Jill)
5. September Cycling Event (Eric)

Attendance: Laura Cotting, Dick Jones, Tara Scott, Eric Seidl, Jill Taylor, Elyse Eastman

Staff Updates:

- Outreach log compiled, concerns about success of outreach efforts
 - For next event, flyers will be posted around Marshall, press releases for Courier & Watertown Daily Times, will look into paid advertising through Facebook
- Community Business Expo, March 29th
 - Will join Chamber of Commerce, look into buying expo booth or partnering with McKay
 - Brochure mockup passed around for committee to look at
- WRT now on Dept. of Tourism website (<http://www.travelwisconsin.com/local-parks/waterloo-regional-trailhead-234610>)
- Other logs & info uploaded to Google Drive recently, committee should look at them
- WEEB grant submitted, will find out early April if funded

Project Coordinator Update:

- WRT budget & rental agreement formally approved in February
- Mo will be purchasing Adobe Creative Cloud for the City of Waterloo, Elyse will have access as well
- Maureen Giese (active community member) has been urging City to consider donating WRT to Jefferson County
 - Junginger Foundation denied request to fund building operating costs; denied request to fund annual fellowship for staff intern
 - Need to strengthen partnerships beyond Waterloo boundaries
 - Dick/Laura will invite Joe Nehmer (Jefferson County Parks) to join committee
- Bids came in for cost of digital signage/education stations ~\$33,000
 - Will try to recruit different groups/businesses to sponsor each station
 - WI Tourism awards just announced → WRT nominated for award; winner was public facility with interactive kiosks

Fundraising Strategies:

- Laura will ask Francine/Land Trust Alliance for suggestions on fundraising outreach
- Herb Kohl Foundation – another potential donor
- JEM Grant – due April 1st, committee must decide how big Grand Opening will be & whether JEM will be utilized for funding
- List compiled awhile back of potential granting bodies – time to go back and look into lower tiers
- Laura writing grants to Watertown Hospital & Fort Health Care to fund one education station each
- Laura will approach American Legion Auxiliary to fund either building operating costs or benches

- Tara will look into web-based fundraising sites
 - Website & fundraising strategy must be simple, straightforward, offer incentive/"reward"
 - Elyse will set up site once Tara compiles list of recommendations
 - When City of Waterloo website redone, hope to have link on front page for donating to WRT

Plaques (Laura & Jill):

- Budget includes \$500 for building dedication plaque & \$100 for Christopher Thiel memorial plaque
- Laura will work on design for building dedication plaque, asking for suggestions on who to include (committee members, project designers & engineers, etc.)
- Laura will send mockup to committee for review
- Jill & Friends of C Thiel will work on design for memorial plaque
- Representative from Depe's Awards will look at building tomorrow to get info for mockups
- Will purchase a 3rd plaque for donors, will be something that names can be easily added

September Cycling Event (Eric):

- Need stuffers by Trek 100 in June
 - Include wi-fi password somewhere in stuffer material
 - Elyse will put materials together
 - Elyse will look into magnets for Trek 100 stuffers & Business Expo
- Need separate meeting for planning of event

Next meeting scheduled for Monday, March 24 @ 6:30 pm.

End meeting notes.