

St. Croix County Trail Riders ATV Club Regular Meeting October 29, 2025

Meeting called to order by President Greg Olson at 7:06 PM. Secretary Brenda LaValley and Treasurer Steve Mael were present, along with 11 members

Club Apparel Website

A reminder of the website where to order Club apparel was requested to be put in the Minutes: <https://www.stcroixcustomapparel.com>. Click on “More” and find St. Croix Trail Riders Club for choices.

Secretary's Report:

The September 24, 2025 meeting minutes were read by Secretary LaValley. Motion to accept the minutes: Steve/Kerry. All Ok.

Treasurer's Report:

Treasurer Mael presented the financial report. Motion to accept by Tim – 2nd by Bob, All ok.

Trail Captains Report:

Olson thanked the Trail Leaders for the three rides: Mike Harer, Tim Stave, and Doug Walker. Olsons also went on the October 18 Strikers Ride with proceeds going to the food shelf in Baldwin. Information was handed out regarding the Jule Parade scheduled in Woodville for December 6.

President Report:

Greg and Darren will work together on the raffle that the Club will be doing in the spring. The donating companies were all fine with that time frame.

Greg and group will continue working on the map and hopefully have it complete and ready to be distributed in time for the Syttende Mai Parade on May 16, 2026. He will also check into getting some new banners in time for the parade. There is also the \$50 gift certificate Donna won that can be used toward the cost. Maybe look into some business cards that can be handed out advertising the Club.

People are contacting Greg and others about getting St. Croix roads open to more routes. Especially from the eastern side of the County. The population of St. Croix County is 98,000, almost double the size of the surrounding counties. Particularly, there is heavier traffic in the western part of the County. Greg and Jerry are still working with the Town of Hudson. Dan keeps checking in with the Town of Troy.

WI ATV/UTV Association Report:

Greg and Donna attended the VIP ride on October 10 at Dyracuse Park in Rome, WI. They said it was probably the best one yet. Over 100 people.

The Let's Ride Expo is scheduled for May 1 – May 2, 2026. They expect 8,000 – 10,000 people. Greg talked about all the vendors, activities, and plan for the Expo. Friday is for Clubs only, and Saturday is for the public, too, with lots of things going on. The \$20,000 GEM grant from Tourism will go toward costs for the EXPO.

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Old Business: None

New Business

The first meeting in 2026 will be the last Wednesday in March. April 29, 2026, is the Annual meeting for elections and pizza party.

An idea was discussed about the possibility of an ATV/UTV Swap Meet at Mix Up during Syttende Mae? Maybe \$5 a spot, \$10 the day of, maybe a meat raffle, and the Club would also have their raffle tickets available. Greg will talk to Liz, the owner.

Next Meeting: Wednesday, March 25, 2026.

Adjourn: Motion to adjourn at 7:41 p.m. by Jerry - 2nd by Bob – All in favor.

Submitted: Brenda LaValley