

Parks and Trails Legacy Advisory Committee Meeting
MN DNR Region 4 Headquarters
21371 State HWY 15, New Ulm, MN 56073
Thursday, October 27, 2016
9:30 am – 2:30 pm

M I N U T E S

Members Present:

Asha Shoffner, Bob Bierscheid, Brian Hubbard, Jannik Anderson, Jenny Smith, Kathleen Bergen, Les Olilla, Nancy Hanson, Patrick Stieg, Tom Stoa, Wayne Sames, Tim Mitchell, Peter Royer,

Online: Randy Sorenson, Renee Evans, Brook Maier

Liaisons Present: Emmett Mullin, Renee Mattson, Laura Preus, Mike Hulett, Jan Youngquist, Erika Rivers

Guests: LuAnn Wilcox, Dennis Frederickson, Stefanie Sterns, Rick Anderson

Staff: Paul Purman, Kelsey Depew

Next Meeting – December 8, 2016

Como Park Lakeside Pavilion, St. Paul

Committee Actions Required

- *Subcommittees meet as needed.*
- *Brian and Paul will work with Benchmarks Subc on next steps in strategic directions dialogue.*

1. Welcome [*handouts –agenda; August draft minutes*]

Round-Room introductions.

Dennis Frederickson gave a warm introduction to the group. He touched on the Legacy funds that were used for the bison herd at Minneopa State Park.

October Agenda approved.

August minutes approved.

2. Circle Back to Met Council Presentation (from August meeting, as needed)

Emmett Mullin reviewed the Met Council Presentation. Staff appreciated the committee's feedback on the presentation. They used the information that was discussed and presented during the small group activity (the PTLAC's input on the minimum percentage of the funds that are used towards connecting people to the outdoors). Jan Youngquist also noted the importance of the PTLAC's input on the decision of the percentage of the funds.

In further discussions around 'connecting' proposals Met Council is seeing from its regional park implementing agencies, Jan noted that Parks ambassadors and providing information and education to encourage visitors to take the light rail to regional parks are two highlights from Met Council with using funds to connect folks to the outdoors. Discussed how the agency communicates about projects that are completed. They have set up a new system for evaluation and reporting.

Wayne brings up that there should be more of a formal measurable outcome that is presented. Brook wants to know if web and social media will be a part of the plan. Brook, "Is digital data apart of

measurable outcomes at all? If not, do you foresee that being used in the future given the state advancing technology and internet use to find activities and things to do?”

Brian Hubbard wanted to know more about the Park Ambassador. There is an initiative to start the Park Ambassador program. The Met Council held stakeholder meetings to help shape the position. The Met Council received over a hundred applicants. They will interview and hire one ambassador. The ambassador will do outreach to introduce people to parks. They will go out and establish relationships with community groups. They will do presentation and activities at their location. It is focused on connecting and creating relationships, establishing respect and trust with these communities. This person is not doing programming in parks. Comment that it will be important that this person track data such as who they talk to, how many people they talk to direct and indirectly.

Tom wants to know if Greater Minnesota or DNR has any hard guidelines about how much to spend on connecting people to the outdoors pillar. Neither of the agencies have hard guidelines; DNR has over the life of Legacy spent about 15% of its appropriation on Connecting, while for GM it's been too early as the organization is getting started.

3. Continuation of 2016 Legacy Assessment process – wrap on three agency/PTLAC conversations (Brian/Paul)

We reviewed the first of two documents summarizing the PTLAC/agency dialogue during 2016 -

Strategic Directions: What the agencies heard from the PTLAC. Paul walked us through the document explaining each bullet point. Brian then led the group in reviewing the document from the standpoint of “wishes” and “pluses”. The committee broke out into small groups to discuss their wishes and pluses and come away with major themes and reported back

Pluses: Themes in bold italics

- ***Recognition of accessibility and Universal Design***
- ***Accountability to pillars in requests for funding, explicit standards by which to report and evaluate funded work at the Legacy reporting site (Legislative Coordinating Commission)***
- ***Clear, consistent, comparable information (including annual reporting) from the agencies with continuity***
- ***Connecting everybody to the outdoors***
- Use of social media,
- Identification of changing trends,
- References the 25 year plan, sustainability
- Oriented toward the future
- Unified plan and vision of all three agencies while acknowledging differences in their maturity and mission
- Emphasis on innovation and flexibility

Wishes:

- ***Sharing agency and PTLAC information with implementing agencies and other partners***

- ***Track social media, better define target markets***
- ***Accessibility/universal design - define and clarify target audiences and projects, including different cultural groups***
- ***Make agency reports clearer and easier to understand***
- Effective integration of transportation and health system into making the outdoors accessible to everyone
- Parks and trails roundtable to share information, including standout/model projects
- Good reliable research to inform investments
- More transparent prioritization of projects
- Great discussion - now what - is there a plan for moving forward?
- It is important to recognize acquisition unique opportunities
- Accountability report – standardize approach for talking about outcomes
- Attention to marginalized user groups, including motorized

Lunch

Lunch from Happy Joes – Tater Tot Hot Dish, different types of pizza, dessert pizza, & pasta.

4. Discussion of Coordinating with Partners opportunities and perspectives 2017 and beyond (Brian/Paul)

We reviewed the second of two documents summarizing the PTLAC/agency dialogue during 2016 -

Strategic Directions: What the agencies are doing, or considering, as part of the ongoing conversation.

The committee went through a process similar to the morning – summary of document, then identifying pluses and wishes.

Pluses:

- Greater Minnesota already changed some of its data collection based on committee input.
- Adding geolocations and the integrated website is a great example of three agencies working together
- The layout of the document and the wording is effective, e.g., putting ‘Future Orientation’ and ‘Accessibility’ together.
- Emphasis on connecting people to the outdoors.

Wishes:

- Overlap with earlier ‘wishlist’ (above)
- Continue to do more and better coordinate between the three agencies and beyond
- Important for agencies to continue to strengthen their accountability to the committee and the public, including specific examples of where committee advice made a difference in strategic directions.
- Potential legislative proposals to help hold agencies responsible for the actions on the document?

- Looking at accelerated funding for connecting people to outdoors and accessibility – perhaps a matching funds program to encourage these.
- Convening event bringing implementing agencies together
- More focused research and data collection, for example on skill building program, what's an effective phasing sequence for new users? And retention rates for these programs.
- Research proposals to LCCMR.

Discussion wrapped up. Next steps identified as Brian and Paul working with the liaisons and Benchmarks subcommittee and come back for conclusions at December meeting.

5. Important Updates

- Erika Rivers gave an update on the new DNR Parks and Trails vehicle license plate. More info at <http://dnr.state.mn.us/parksplate/>
- 40/40/20 letter – Paul will revise based on comments at earlier meeting and bring back to December meeting.
- Integrated website project
 - The project has been launched! Contract with MnGeo is in place. Stefanie Stearns was introduced as the project manager for the business side of the project. She will be helping the three agencies move forward expeditiously. Early steps are engagement with the Software Usability Research Lab at Wichita State University, accounting for usability up front. The website target launch date is summer 2017. Agencies will plan to bring demo website to PTLAC early 2017.
- New member recruitment process for 2017
 - DNR will issue a slightly revised version of last year's new release out. We have reached out to Board Repair and Boards and Commissions Leadership Institute. Paul will be listed as the contact for more information, with a link to apply at the LCC site. Please resubmit application if members whose terms are expiring would like to serve another term. Please distribute news release to your networks.
- New officer selection
 - Brian has served as chair for the last two years. Kathy has been alternate chair for two years. That is the limit. Please send in interest for either/both positions to Brian directly. The process calls for a vote by the committee on these positions, which we plan to hold at December meeting.
- U of M Survey
 - Parks and Trails survey wrapped Labor Day. Lead researcher Mae Davenport will be at the December meeting to report findings.
- December meeting
 - Dec. 8th - Como Lakeside Pavilion – site visit for a tour of the Visitor Center at the Como Zoo and Conservatory following the meeting.
- Brief subcommittee reports/updates
 - Communication subcommittee - presented PTLAC information cards.
 - Benchmark subcommittee – created documents that we reviewed today.

- Greater MN newsletter – many people were dumped off the newsletter contact list for reasons that are not clear. If you received a message that you were unsubscribed, please send Renee. Please go resign up for the newsletter
- Asha gave an update on her outdoors engagement project Fiwygin – Fit in Where You Get In – fiwyginoutdoors.org . Next event is Black Friday, Nov 25.

6. Meeting Adjourned 2:30PM