

Parks and Trails Legacy Advisory Committee Meeting
Ely Recreational Center
1034 E Main Street
Ely, MN 53371
Thursday, August 27, 2015
9:30 am – 2:30 pm

M I N U T E S

Members Present:

Nancy Hanson, Pete Royer, Tom Stoa, Wayne Sames, Rick Anderson, Bob Bierscheid, Pat Stieg, Joel Stedman, Kathy Bergen, Brian Hubbard, Jenny Smith, Tim Mitchell, Dwight Morrison, Tony Yarusso, Asha Shoffner

Liaisons: Jan Youngquist, Renee Mattson, Laura Preus (for Erika Rivers)

Guests: Len Price

Staff: Paul Purman, Tutu Fatukasi

1. Welcome

All members, liaisons, and staff were invited to a site visit at Bear Head Lake State Park the afternoon before this PTLAC meeting to review and discuss Legacy investments in the park.

Member introductions and sharing of experiences or people from members' youth that were instrumental in connecting them to the outdoors.

Agenda approved with addition of committee term review and meeting location discussion for next PTLAC meeting.

Minutes approved as is.

2. Updates from Liaisons

Status of UM Survey Work, Laura Preus

The DNR is coordinating with Met Council and GMRPTC to draft and execute a legislative mandated grant with UMN Center for Changing Landscapes. Grant deliverables are currently being developed by UMN and will be submitted to the three agencies for review and approval. The grant will enable implementation of a survey of parks and trails users across the three agencies' systems and a Legacy tracking project. UMN has created a draft of core questions about use, satisfaction, and demographic with potential to develop additional system-specific questions, and an implementation manual for park & trail staff to use when conducting their own surveys. The UMN- survey data collected in the CY16 field season will focus on a few parks and

Next Meeting-October 22nd

GMRPTC– Location TBD, likely SE MN

Committee Actions Required

Communications subcommittee will work with Paul to determine status of Citizing website and develop a meeting schedule to discuss PTLAC communication needs.

Governance subcommittee: Paul will produce term list for PTLAC committee members; Brian will meet with Paul and subcommittee to begin new member solicitation/notification process.

Youth Subcommittee will review materials to give feedback and insights on measurable outcomes indicated in youth program inventory.

Benchmarks subcommittee will meet with staff & liaisons to review next draft of priority assessments, including DNR, Met Council, and GMRPTC green/yellow/red indications of 'non-priority' strategies.

Staff and Liaison Actions Required

Funding Subcommittee recommends that the three agencies discuss and continue to engage subcommittee on needs for legislative recommendations on P&T Legacy funding distributions.

All: Keep PTLAC posted on progression of UMN research grant.

All: Begin developing social media content and sharing progress/content with Brook & communications subcommittee.

trails within each system. Questions and comments from committee members noted by the agencies, include:

- Make sure the UMN clearly understands the definition of a “park or trail of regional significance” for the functioning of GMRPTC, since that has practical implications for future funding decisions.
- Regarding completing the Legacy tracking project, try to avoid duplication of effort between UMN and LCC tracking site.
- The PTLAC is interested in being consulted in the evaluation of proposed deliverables presented by UMN, and how additional research funds will be allocated.

Liaison transitions at Met Council & GMRPTC, Jan Youngquist and Renee Mattson

Emmett Mullin, Manager of Met Council Regional Parks and Renee Mattson, Executive Director of GMRPTC will serve as liaisons for Met Council and GMRPTC, respectively. Members expressed appreciation for the work of Jan Youngquist (Met Council) and Al Lieffort (GMRPTC).

3. Progress Report: Five year Benchmark and Evaluation Process

The next draft of the Five Year Priority Assessment was presented and discussed. Its purpose is to give the PTLAC the tools to evaluate the first five years of priorities and look forward to determine strategies of focus for the next five years.

The first pillar of assessment is, Acquire Land and Create Opportunities. The draft includes:

- Benchmarks
- Strategies
 - Current 5 year priority strategies (three in number) and all other strategies (non-priority; 15 in number) listed in the 25 year plan.
 - Agency evaluation of non-priority strategies with red, yellow, or green indication.
- Hierarchy of Performance Measures (How much, How well, is anyone better off?)
 - Qualitative and/or quantitative data for DNR, Met Council, and GMRPTC.
- Draft recommendations by staff for PTLAC consideration.

Discussion

Land Acquisition:

- At the beginning of plan implementation, emphasis was placed on land acquisition and viewed as a key starting point becoming the focus of the current 5 Year Priorities.
- Currently in the beginning stages, GMRPTC has strong acquisition needs to build system.

Private inholdings:

- Significance of inholdings varies by agency (price, number of acres, location, etc.)
- GMRPTC has done more to add lands to existing parks than acquire inholdings.

- Need to address effectively how/whether Legacy fund has 'accelerated' inholding acquisition – without going into complex metrics of pre-Legacy rates of acquisition, etc.

Suggested revisions to Assessment tool:

- Add both qualitative and quantitative data for each acquisition in the assessment – mix of numbers and story/narrative.
- Uniform format and reporting across three agencies.

Other thoughts:

- Determine informational needs and modify grant requests in order to have information available for future assessments.

4. Social media outreach Plan

The initial PTLAC Facebook plan presented in June, called for DNR, GMRPTC, and Met Council to create posts related to Legacy projects. Brook and Paul met with the DNR Communications and Outreach section to discuss. As an outcome, Paul and Tutu will coordinate with the Web team to create a DNR Legacy communications plan and generate content for Legacy projects to be posted on the DNR Facebook page, and will work with Brook to promote content on the PTLAC Facebook page.

Met Council will work with its 10 partners to generate potential posts and GMRPTC will consider how they wish to proceed.

Future developments may include creating a communication plan for the PTLAC and additions to grant requirements to help implement the communications strategies.

5. Committee term review

The next round of committee member selections is January 2016. Some committee members will be at the end of their respective terms while others will be eligible to continue serving on the Advisory Committee. Some members may be reappointed to a new term.

6. Subcommittee Reports

Communications Subcommittee

Discussion for a PTLAC communications plan that can be sustained by the committee and possible utilization of the Citizing website.

Action item: Communications subcommittee will work with Paul to determine status of Citizing website and develop a meeting schedule to discuss PTLAC communication needs.

Funding Subcommittee

Discussion of plans to reinstate the funding advisory committee with one biennium remaining in the original recommendation of the 40/40/20 split to the Legislature. Members suggested that the funding subcommittee serve on the funding advisory committee, to prepare for the anticipated need to provide a recommendation to the Legislature for the post 18/19 biennium.

Action Item: Funding Subcommittee recommends that the three agencies discuss and continue to engage subcommittee on needs for legislative recommendations on P&T Legacy funding distributions.

Governance Subcommittee

In preparation for the next committee selection, the subcommittee will immediately begin work to identify expiring terms, vacancies, and promote and solicit potential members to the PTLAC, for the new term beginning in January.

Action Item: Paul will produce term list for PTLAC committee members; Brian will meet with Paul and subcommittee to begin new member solicitation/notification process.

Youth Subcommittee

Review and update on Inventory plan focusing on measurable outcomes of projects related to youth, young adults, and general engagement to the outdoors.

Action: Youth Subcommittee will review materials to give feedback and insights on measurable outcomes indicated in youth program inventory.

Benchmarks Subcommittee

Discussion on structure to implement benchmarks assessment across three agencies and possible metrics that can be collected across all strategies. This will help determine success and progress towards the 25 Year Parks and Trails Legacy Plan.

Action item: Benchmarks subcommittee will meet with staff & liaisons to review next draft of priority assessments, including DNR, Met Council, and GMRPTC green/yellow/red indications of 'non-priority' strategies.

7. October PTLAC meeting

Prospective meeting location for the next PTLAC meeting is Olmsted County.

Meeting Adjourned