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Parks and Trails Legacy Advisory Committee Meeting
Kilowatt Community Center
600 Kilowatt Drive
Granite Falls, MN 56241
Thursday, June 25, 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, Brook Meier, Tim Mitchell, Dwight Morrison, Tony Yarusso

Liaisons: Jan Youngquist, Al Lieffort, Rachel Hopper (for Erika Rivers)

Guests: Mary Gillespie, Scott Tedrick, Jack Armstrong

Staff: Paul Purman, Tutu Fatukasi

1. Welcome

Agenda approved as is.

Minutes approved as is.

Welcome

Mary Gillespie, Granite Falls Chamber of Commerce, welcomed the committee on behalf of the mayor of Granite Falls and Scott Tedrick, Project Advocate for Whitewater Park provided a plan presentation for the park on the Minnesota River in Granite Falls.

2. Updates from Liaisons

DNR, Division of Parks and Trails, Rachel Hopper

Legacy Bill was passed during the special session with the 40/40/20 fund appropriation. A portion will be allocated to GMRPTC, with the actual amount appropriated to DNR is about \$17 million in FY16 and \$18 million in FY17. Under the Coordinate with Partners pillar appropriation, the three host agencies will be working together to conduct research on parks and trails use.

Greater Minnesota Regional Parks and Trails Commission, Al Lieffort

As part of DNR appropriation, GMRPTC will be allocated \$8 to \$9 million each year. GMRPTC has allocations for property development and funding for executive director for the Commission; Al believes the Ex Dir should be hired sometime in July. GMRPTC is also directed to use funds for a trail project in La Crescent to La Crosse for the Wagon Wheel Trail and work in Saint Louis County on the Mesabi Trail.

Next Meeting-August 27th

DNR – Location TBD

Committee Actions Required

Benchmarks subcommittee will meet with staff & liaisons to review draft Five Year Priority Assessment tool.

Brook will create criteria for content calendar for review, a Gmail account, and send out PTLAC Facebook information to the Committee.

Staff and Liaison Actions Required

Liaisons will complete an assessment for Acquire land and Create Opportunities for review with committee and to refine approach for next pillars of review.

Paul will determine the deadline for sending Minutes to the committee.

Tutu will send out Inventory Project plan to full committee, and updates on project via email to youth Subcommittee.

Paul will work with chair and liaisons to Invite Mae Davenport to a future meeting to present information about the Parks and Trails Legacy Survey

Metropolitan Council, Jan Youngquist

With the new biennium, \$17 to \$18 million will be allocated each year to Met Council and its sub agencies. Met Council is required to use 10 % of funds in land acquisition, and will leverage these funds with a 3:2 match of council bonds. For example, with funds Met Council plans to help Carver County acquire the 30-acre Coney Island to add to Lake Waconia Regional Park.

3. Update on Five Year Benchmark Evaluation Process

The benchmark committee and liaisons met on June 19 to review and refine the assessment tool for the 5-year priority benchmarks process. In the first round of discussions, the assessment would look at each strategy to determine: how much was accomplished and if a priority should remain or another priority be put into focus.

How do we move forward with 25 year plan priorities?

Agencies have utilized a framework of Results Based Accountability (RBA) in order to communicate results of investments to citizens. Using the RBA model, the focus of the revised assessment is:

Hierarchy of Performance Measures (How Much, How well, is anyone better off)

Due to less complex and readily available information than for other pillars, the process will be begin with review of Acquiring Land and Creating Opportunities.

Remarks:

How will we populate fields on assessment spreadsheet? Percentages of money, dollar totals, or individual parks, trail connections?

- Figures such as miles, acres, parks, are useful to view strategies, since LCC website has monetary figures readily available, but vary by strategy.
- Qualitative data for context comes into How Well portion of assessment, to diversity measures gathered.
- The following RBA concepts are useful to consider in assessing/reporting
 - o *Data power:* Quality data available on a timely basis.
 - o *Communication power:* Does the indicator communicate to a broad range of audiences?
 - o *Proxy power:* Does the indicator say something of central importance about the result?

Action Item:

Liaisons will complete an assessment for Acquire land and Create Opportunities for review with committee and to refine approach for next pillars of review.

Liaisons and benchmark committee will continue to meet and develop the assessment tool for full committee review.

4. UM Survey Work Update

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Over the next biennium, approx. \$260,000 has been allocated for a survey grant with UM Center for Changing Landscapes. Met Council, GMRPTC, and the DNR will negotiate contract and deliverables.

The purpose of UM survey tool is to create a uniform tool for three agencies to administer parks and trails user surveys. With the benchmarks discussion it is also an opportunity to gather data bearing on five-year priorities, (such as who we are serving, results of legacy efforts, demographic information of park users, and percentage of visits). There was also an observation that such research might provide the basis for future decision-making on changes to 40-40-20 funding split.

PTLAC would like to Invite UM's Mae Davenport back for a presentation at a future meeting (likely October) about approach to gather data with survey tool and deliverables.

5. Social Media Outreach

The PTLAC Facebook page is an opportunity to engage the community about parks and trails throughout the state. Activities such as Fan Fridays, where people submitted pictures when out at state parks, resulted in a 25% increase in engagement rates for DNR Facebook page. Utilizing a content calendar there is potential to increase website traffic, park visitations, and strategically engage with a younger audience to foster appreciation of the outdoors.

Proposal:

With a content calendar each agency can submit posts pertaining to project completion, grant approvals, funding updates, and special events.

Action: Brook will create suggested layout for content calendar for review at next PTLAC meeting.

7. Subcommittee Reports

Communications Subcommittee

Suggested for the PTLAC Facebook, three coordinating agencies could delegate to committee members to assist with content calendar submissions. Criteria for content calendar include understanding agencies requirement for institutional waivers, for individuals and children to be used in social media. Communications Subcommittee will provide updates on additional (including legal) criteria at the next meeting.

Action: Brook will create Gmail account and send out PTLAC Facebook information to committee.

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Funding Subcommittee

In another year the 40/40/20 recommendation may stay the same or become something new after the FY18/19 biennium, which is the end date of the recommendation by the Parks and Trails Legacy Funding Project work group.

Governance Subcommittee

Decision making process. Review of the decision making process outlined in the charter – “Decisions will be made by consensus when possible. Consensus is defined as an agreement that all committee members minus one⁷ can live with. This requires learning, listening and compromising. [7 Identified by the consensus decision-making process as unanimity minus one. As this committee continues to explore consensus-based decision making this may be revised.]”

Subcommittee members requested previous meeting minutes to be sent in advance of an upcoming PTLAC meeting.

Action: Paul will determine the deadline for sending Minutes to the committee.

Youth Subcommittee

The subcommittee reviewed phases and goals of inventory project to assess Legacy efforts to engage youth and young adults in parks and trails.

Action: Tutu will send out Inventory Project plan to committee and updates on project via email to youth Subcommittee before August PTLAC meeting.

Benchmarks Subcommittee

Action: Paul will schedule a meeting with benchmarks subcommittee and Liaisons, to continue discussion on benchmark process and determine definition for measures, reporting, format, and audience of assessment tool.

Meeting Adjourned