

Parks and Trails Legacy Advisory Committee Meeting
Wild River State Park Visitor Center
Thursday, February 27, 2014
9:30 am – 2:30 pm

M I N U T E S

Members present: Rick Anderson; Lynnea Atlas-Ingebretson; Kathy Bergen; Bob Bierscheid (Webex); Nancy Hanson; Brian Hubbard; Chuck Kartak; Dwight Morrison; Anita Rasmussen; Wayne Sames; Jenny Smith; Tom Stoa; Barry Warner; Tony Yarusso

Agency Liaisons: Courtland Nelson; Arne Stefferud; Al Liefkort

Guests: Mike Kimball, City of St. Paul; Jack Armstrong, Wheels on Trails; Laird Mork; Greater Minnesota Regional Parks and Trails Coalition; Jeff and Kathy Schoenbauer; Brett Feldman Parks and Trails Council of Minnesota (Webex) Jake Virden, Hope Communities (Webex)

Staff: Laurie Young; Darin Newman

1. Welcome and overview of Wild River State Park – Paul Kurvers, Park Manager

Approval of Agenda

Approval of Minutes

Paul Kurvers gave an overview of the history, significant natural resources and significant recreation opportunities at Wild River State Park. He highlighted Park and Legacy funded-projects.

2. Updates from the Liaisons

Jeff and Kathy Schoenbauer gave an overview and summary of the work that an ad hoc committee they convened developed regarding Parks and Trails Legacy Fund work. People from all three providers were invited to discuss what they want to accomplish but cannot because of the unique constraints of their agencies. The focus was to identify actionable items. The goal is to disrupt the status quo and improve the threshold of success by working together. Instead of serving three systems, we must work together to create one cohesive system.

The actionable items identified by the group were: development of a web-based information tool; collective approach to research and performance measurement; way forward summit; retain existing

Next Meeting

April 24, 2014

Nordic Center at Lake Elmo Park Reserve
1515 Keats Ave North

Lake Elmo, MN 55042

9:30 am – 2:30 pm

Committee Actions Required

Brian Hubbard agreed to consider serving as alternate chair and will meet with Lynnea to further discuss responsibilities.

Send Barry comments on the Parks and Trails Legacy Accomplishment brochure by Friday.

Liaison and Staff Actions Required

Add time to the next agenda for summit planning/financial planning/raising awareness.

A survey to prioritize uses of the \$100,000/year appropriation will be developed and sent to the committee members for prioritization.

Check into media promotion of "I Can Programs. Can PAT LAC facilitate additional promotion?

Print 1,000 copies of the Parks and Trails Legacy Fund accomplishment brochure for distribution

and bring in new participants through coordinated efforts; coordinate funding sources for mutual benefit; joint legacy programming across systems; integrated system planning.

Courtland Nelson

Courtland announced that he will be retiring in April, before the next meeting. Erika Rivers will be appointed as the new Director of the Division of Parks and Trails. He stated that due to issues with the general fund, reductions in services and programs are being planned.

Arne Stefferud

The Metropolitan Council's annual report to the legislature on parks and trails spending will be published tomorrow.

Al Lieffort

Al gave an overview of the six Greater Minnesota Regional Parks and Trails Commission Districts. Districts will hold open houses and planning meetings to solicit ideas for parks and trails needs. Districts will identify regional priorities for parks and trails in their district. This will be done prior to the 2015 legislative session.

A peer review team will be formed to evaluate grant proposals, similar the Metropolitan Council's system.

The Greater Minnesota Regional Parks and Trails Commission has signed joint powers agreement to take over leadership from the coalition.

Anita Rasmussen has been appointed by the Greater Minnesota Regional Parks and Trails Commission to fill the position vacated by Tom Ryan.

2. Community Advocates

Brett Feldman, Parks & Trails Council of Minnesota

Brett Feldman, Executive Director of the Parks & Trails Council of Minnesota gave an overview of the mission and accomplishments of the Parks & Trails Council of Minnesota. The non-profit agency works to leverage funds for Minnesota's parks and trails. They have purchased many parcels of land for parks and trails. Afton, Cannon Valley Trail,

Metro Council is moving forward in responding to needs of underserved populations. They are working on the idea of using state staff to train local/regional park staff in special programs like the "I Can" series. Lynnea expressed support for this idea and would like to hear more. The Equity in the Parks program was successful for the Minneapolis Park and Rec Board. Results from focus groups showed that not one participant mentioned the necessity of improved infrastructure. People wanted more programs, engagement with people.

The Parks and Trail Council is in favor of using legacy dollars for acquisition and for equitable use among the system. They are also concerned about the declining general funds and the substitute vs supplant issue. Bonding dollars have declined since the passage of the Legacy Amendment.

Jake Virden from Hope Communities gave an overview of his work on parks equity in Minneapolis' Phillips neighborhood. There was a disparity between funding parks in north Minneapolis compared to other areas of Minneapolis. Following are some highlights from his presentation:

- We must engage in different outreach efforts to reach different groups. Non traditional park users want more activities and programs as opposed to developing infrastructure.
- Need to adopt a racial equity framework and address discrepancies based on race.
- Equity is part of the definition of excellence.
- Listening to communities is critical to success.
- Typical engagement strategies are not working. Need to proactively connect populations to conversations.
- Training leaders in cultural competence is important.

The idea of a summit was discussed. The following comments were made:

The summit must be focused on results and actions. We want to include the older generation to gather institutional knowledge, but it is just as important to get new/different young people at the table.

Racial equity is important but economic equity cannot be forgotten.

All groups recognized that local parks are part of the system. A local park may not qualify as a regional/state park due to who it serves, but we need to tap into this audience to improve the reach of the regional/state system. The pillar or connect people to the outdoors is exactly what we need to accomplish this.

The summit must include planning and engagement with many outside groups. They should be involved in the planning in addition to having an invitation to the summit.

Barry summarized an article that appeared in the February/March issue of the *Twin Cities Business Journal*, "Is Legacy a Failure?" We must define our success before others define it for us.

All presentations had these in common: performance metrics and equity. The leaders in parks and trails have deficits in some key areas regarding skills to evaluate performance, equity, and opportunities.

4. Governance

The committee needs an alternate chair. Tom Ryan has resigned from the committee leaving that role vacant. The alternate chair would agree to serve the next term and take over chair.

Action: Brian Hubbard agreed to consider serving as alternate chair and will meet with Lynnea to further discuss responsibilities.

Action: A meeting will be scheduled with the liaisons, chair and alternate chair to finalize a recommendation for member replacement protocol.

There is an updated Memorandum of Understanding signed by the DNR, Metropolitan Council, and Greater Minnesota Regional Parks and Trails Commission.

5. Budget Discussion

The 2013 Legacy Bill includes the following language:

"Sec. 3(d) \$200,000 the first year and \$207,000 the second year are for enhanced, integrated, and accessible Web-based information for park and trail users; joint marketing and promotional efforts for all parks and trails of regional or statewide significance; and support of activities of a parks and trails legacy advisory committee. Of this amount, \$100,000 the first year and \$103,000 the second year are for Greater Minnesota Parks and Trails Commission capacity building."

The appropriation is available through the end of Fiscal Year 2014-15.

\$3,739 has been spent to date. The committee was asked to brainstorm recommendations for priority uses of this appropriation. The following list was generated.

- Legislative Briefing Letter - \$500 for 1000 copies
 - Repurposed memo
- Citizing website contract - \$2,000
- Tour of legacy funded projects/programs
 - Media promotion of I Can! Programs
 - Promotion of Conservation Corps of Minnesota members
- Integrated PAT mapping program - \$40,000 (DNR and GMN)
- Youth assessments of parks (integrated with summit, mapping, GMN planning meeting) - \$20,000
- Other engagement of youth
- Summit - \$25-45,000
- Greater Minnesota's district planning meetings
- PAT LAC expenses - \$17,000
- 5-year Legacy Celebration
- Funding Consultant for 3 agencies \$25,000
- Media campaign - X

Action: A survey to prioritize uses of the 100,000 appropriation will be developed and sent to the committee members for prioritization.

Using the Five Year Anniversary as a platform for raising awareness of the accomplishments of the Parks and Trails Legacy Fund and the work of the Legacy Advisory Committee was discussed. The committee suggested hosting two-day tours of Legacy projects (infrastructure and programs) to raise awareness; use National Trails Day; use signage; use Governor's Canoe Day.

6. Subcommittee Reports

The Parks and Trails Legacy Fund accomplishment brochure was distributed. It highlights accomplishments of DNR, Metropolitan Council and Greater Minnesota. Pie charts that illustrate how funds have been spent by pillar are included. Suggestions were made by the committee for edits. Thanks to Arne Stefferud, Al Lieffort, and Laurie Young for providing content. Huge thanks to Barry Warner for providing the editing and graphic design and facilitating printing.

Action: Print 1,000 brochures for distribution

7. Adjourn