

# **Parks and Trails Legacy Advisory Committee Meeting, December 7, 2017**

MINUTES PROVIDE A RECORD OF MINNESOTA'S PARKS AND TRAILS LEGACY  
ADVISORY COMMITTEE MEETINGS. THESE MINUTES WERE APPROVED BY THE  
COMMITTEE AT THE MEETING ON FEBRUARY 15, 2018

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# Parks and Trails Legacy Advisory Committee Meeting

Bloomington Civic Center  
1800 W Old Shakopee Rd  
Bloomington, MN 55431  
December 7, 2017  
9:30 am – 2:30 pm

## Updates and Announcements

Next Meeting: February 15, 2018  
Meeting Host: Metropolitan Council  
TBD

## Committee Actions Required

Prepare for and hold the Silverwood pilot regional event!

# A P P R O V E D M I N U T E S

## Members Present:

Bob Bierscheid, Brian Hubbard, Pete Royer, Wayne Sames, Brook Maier, Kathy Bergen, Katherine Bloom, Renee Evans, Nancy Hanson, Tim Mitchell, Pat Stieg, Louise Segreto, Randy Sorensen, Les Ollila (via Webex: Tom Stoa)

**Liaisons:** Emmett Mullin, Renee Mattson, Laura Preus

**Guests:** Randy Quale, Stacy Sjogren, Jon Oyanagi, Feven Gerezgiher

**Staff:** Paul Purman, Stefanie Stearns, Brad Chatfield

## 1. Welcome

Randy Quale, Parks and Recreation Manager with the City of Bloomington, welcomed committee members and guests to the Bloomington Civic Center and began the meeting with a brief presentation on the Bloomington parks system. The City of Bloomington manages 97 parks and nearly 9000 acres of park land within Bloomington, including many neighborhood parks, sports fields, ice rinks, golf courses, and larger regional parks. In 2017, the city of Bloomington invested nearly \$3.3 million in park improvements. Hyland Bush Anderson Lakes Regional Park Reserve was also highlighted since the 2600 acre reserve is co-managed by Bloomington and Three Rivers Park District and collectively drew 1.6 million visitors in 2016 (the highest attendance of any metro park).

Some Legacy funded projects being done in Bloomington include a boat cleaning station, work along the Normandale Lake park trails and parking lots, a park ambassador program, and the hiring of a part time outreach coordinator. Since the beginning of Legacy, the city of Bloomington has received nearly \$2.5 million in Legacy funds.

Agenda approved, no conflicts of interest identified.

October minutes approved with one spelling correction made to name of the Duluth 2018 event location.

**Action – Staff submit approved minutes to LCC for posting on PTLAC website.**

## **2. Liaisons' Updates**

Liaisons in attendance were asked to give an update on work and current events in their respective agencies since the last PATLAC meeting. Updates included:

### **Met Council – Emmet Mullin**

- Continuing to move forward with state bonding request, \$15 million, will learn in January on approval, Met Council will match state bonding
- Saturday December 9th is Governor's Nordic ski opener at Elm Creek. Staff are excited and event will have free ski rentals and other activities with the hope of reaching new users
- Parks Ambassador Celina Martina has left for another position, and Met Council will seek to fill the position soon.
- Jayne Miller, Parks and Rec Board superintendent, is retiring from Minneapolis Park and Recreation Board.
- Emmett and staff are busy preparing for 2018 Legacy events.

### **GMRPTC – Renee Mattson**

- Recently recommended 13 grants across the state for funding in FY19, for parks and trails of regional significance in greater Minnesota. There were 19 applications total, application number have decreased since many larger projects have now been completed.
- Statewide workshops coming up with the six district planning committees and commissioners in a joint meeting in Little Falls on February 3.

### **DNR – Laura Preus**

- DNR currently reorganizing Parks and Trails division and reallocating workloads to better serve visitors while remaining efficient with funding, aligning work towards providing unforgettable experiences.
- Working towards managing expectations of visitors, helping visitors see value in parks and trails experience, meeting visitors with engaging staff, want visitors to recommend state parks/trails to others.
- Also focused on how to better work with partners outside DNR.
- Follow up from last meeting: Equity Strategic Action Plan
  - By 2020 will have a baseline budget towards equity work;
  - By 2020, each of the 10 P&T districts will work with at least one partner connected with a cultural community, developing mutually shared goals;
  - By 2020, PAT workforce will receive training on cultural awareness and 35% of workforce will have active relationship with diverse groups integrated into their work.

## **4. 2018 Events**

Bob Bierscheid then presented a power point presentation overviewing some of the 2018 event planning efforts. The power point and ensuing discussion included:

- All 8 events will be focused around the question “What’s your Legacy?”
- Jan 27<sup>th</sup> event at Silverwood Park will be serving as a basis for all other programs
  - Further modification of programming, activities, etc can be made for future events after initial pilot at Silverwood
- April 27<sup>th</sup> event at College of St Benedict Event still needs a captain from LAC
- Stacy Sjogren, from MMB Management Analysis and Development brought on as a facilitator for 2018 events
- Updated format: three (3) hour event to get “What’s your Legacy?” message communicated to attendees AND to receive feedback from attendees to the question. After meetings with park staff in November committee members decided would be better to have a more fluid event, more open house and interactive options. Will still contain the same three aspects discussed previously:
  - Connecting people to the outdoors
  - Open house
  - Group discussions
- Silverwood Park Update:
  - Fun activities planned
    - Accessibility equipment demo area – Randy Sorensen to lead
    - Kick Sledding – lead from Silverwood, with assistance as needed
    - Ice Fishing – requesting assistance from I Can Fish program
    - Fire and Marshmallow roast – lead TBD
    - Scavenger Hunt – Lead TBD
    - Ice Carousel – TBD, Silverwood staff investigating, weather dependent
    - Idea: Puppeteer out of Silverwood – environmental programming, looking for a “kid zone”
- Logistical Set-up
  - Location pictures
  - Site Plans
    - Tables, Chairs setup
    - Orientation point – starting point for visitors to learn where activities are, begin engagement process, centralized point staffed by someone with counter to track attendance
  - Graphics layout
- Outside Plotting
  - Where exactly activates will be located, how do you get from one to another
- Open House
  - Banners to draw people to parts of the room, for example:
    - What’s your Legacy? Parks
    - What’s your Legacy? Trails

- What's your Legacy? Winter Fun
  - What's your Legacy? Summer fun
- Maps readily available, maps on walls, tables, etc
- Focused on parks and trails rather than individual agencies
- Photo activities
- Stickers for people to identify favorite activities/places, activities they want to try. Have facilitators for those segments
- Use cards with Legacy information
- Survey – connect with DNR planners
- Other ideas for consideration when event planning
  - Before and after sections for Legacy projects
  - Emphasis on keeping it simple!
  - Slideshow of sites with people and sites/ videos
  - Photo booth?
  - Identify groups to intentionally invite to the events
  - Volunteers for working with kids for part of session
  - Security plan
  - Risk management assessment
  - Transportation
  - Contact local elected officials
  - Contact local partner groups
  - Identify sound system
  - Inclement weather indoor activities
  - Speaker selection process
  - Update on inclusion activities and follow up
  - Providing food
- Communication and marketing
  - 'Save the date' announcements
  - Social media
  - Local outreach
  - Major media/traditional news releases
- Planners need to make sure we are prepared to facilitate inclusive groups when reaching out to them, i.e. make sure we can provide translators and interpreters before investing in outreach
- Passport
  - Needs to have an incentive for completing the passport, i.e. prize, certificate, etc.
  - Work with suppliers to see about having them provide prizes, could have it help with Legacy branding
  - Integrate feedback/engagement within scavenger hunt? What do we want to do with that feedback?
  - Discuss further in small group

## 2018 Committee Meeting dates, locations, officer selection

Paul Purman introduced the need to appoint new PTLAC chair and alternate chair and noted typically officers selected at last meeting of the year for upcoming year. After reaching out to LAC asking interest in serving as chair for the 2018 year, two (2) committee members volunteered:

Brook Maier volunteered to serve as chair for 2018 and Bob Bierscheid volunteered as alternate chair. Motion was made, seconded, and after no further discussion was passed to elect both into respective positions for 2018.

Proposed schedule 2018 was then reviewed and group allowed to bring forward any conflicts or objections. No objections. 2018 schedule listed below:

- **February 15 (3rd Thursday, 10 weeks after Dec 2017 regular meeting) – Met Council host.**  
Why: regular meeting date of 2/22 is right after the legislative session begins. This date also works better than Feb 8, which conflicts with MNUSA Rendezvous. Having Met Council host (out of normal turn) keeps staff closer to the capitol right before session)
- **April 12 (2nd Thursday, 8 weeks after Feb meeting, and two weeks before second regional meeting) – DNR host**
- **July 12 (2nd Thursday) – GM host.** Why: need a meeting after the conclusion of the regional meetings and before the State Fair.
- **October 25 (regular schedule, 4th Thursday) – DNR host**
- **December 6 (typical December meeting, 1st Thursday) – Met Council host**

## Shared Outcomes Reporting

Paul introduced a draft Parks and Trails Legacy summary document to the group. The goal behind this document was to provide a report, apart from the legislative reporting, for use by the public and committee members to communicate progress and plans for Legacy funds.

- Key pieces of report
  - What is Legacy? Explanation of pillars, format, etc.
  - Indicators of progress
  - How funds are managed
  - Allocation of funds
  - Examples of each of the 4 pillars
    - Within each, show what we're reporting and why
    - Indicators of success (i.e. land acquired)
- Report will be posted on LCC site. Report will allow people to get a broad overview of Legacy program and encourage them to delve further into LCC site for further information
- Goal is to have document ready for distribution and use by Silverwood Event (Jan 27<sup>th</sup>), will send out updated draft to committee members for review

## **Sub Committee and Small Group Break Out**

The committee brainstormed discussion topics regarding logistics in the 2018 event planning process and assigned small group discussion leaders to facilitate discussions. Topics covered and discussion leads included:

### **Scavenger hunt – Katherine**

- “Legacy quest”
- Have physical letters that spell out Legacy hidden at each station in accessible spaces that are transportable so that they can be used at all events
- Have a “bingo card” for visitors to fill out when they find the letters. Cards can also have questions for visitors to answer and provide feedback
- Could make Legacy branded bandanas as incentives for completing scavenger hunt

### **Messaging/Save the Date – Feven and Brook**

- Updates to make:
  - Branding as a celebration event
  - include dates and locations of all events
  - list examples of activities at events
  - include a message about accommodations and whom to contact
  - include URL as a resource?

### **Survey Questions – Paul**

- Use the flow of the event to ask questions.
- By going through scavenger hunt visitors get stickers that they then get to use of charts to answer questions regarding priorities, recreation preferences, etc.,
  - provide an incentive for visitors who vote enough times to get a prize
- Need basic demographic information can get from initial sign in station.
- What about asking “would you vote for Legacy again?”

### **Accessibility approach, handouts speakers, etc – Randy**

- Any official communications regarding events needs to have information/contact for the public to request accessibility accommodations.
- Suggest looking into DNR’s contracts for interpreters/ translation services. Look into getting an interpreter beforehand if it is known a large group that doesn’t speak English is attending
- Consider providing an activity at event that is easily reproducible for visitors to do at home without having to go purchase equipment.

- Signage – need to have visual representation along with written for visitors who don't have English as first language

## **Updates**

- 2018-19 term Committee Member Recruitment Process
  - Current members who want to serve again are encouraged to reapply again
  - Currently have 30 applications online
  - Deadline is Dec 16<sup>th</sup>
- Committee member Brian Hubbard not returning to serve in 2018
  - The committee expressed their gratitude for the hard work and commitment Brian has contributed to the LAC
- Integrated Website
  - Stefanie with support from Paul is working with our contactor to get as much finished by the end of 2017 as possible.
  - Hope to have 'soft launch' in January 2018.

## **Meeting Adjourned**