

# **Parks and Trails Legacy Advisory Committee Meeting February 28, 2019**

MINUTES PROVIDE A RECORD OF MINNESOTA'S PARKS AND TRAILS LEGACY  
ADVISORY COMMITTEE MEETINGS. THESE MINUTES HAVE NOT BEEN APPROVED  
AND WILL BE REVIEWED ON APRIL 25, 2019



## Parks and Trails Legacy Advisory Committee Meeting

City of Bloomington Civic Plaza

Haeg Conference Room

1800 W Old Shakopee Rd, Bloomington, MN 55431

February 28, 2019

9:30 AM- 2:30 PM

### Updates and Announcements

Next Meeting: April 25, 2019

Meeting Host: Greater Minnesota Parks and Trails Commission

Northland Arboretum

14250 Conservation Drive

Brainerd, MN 56401

### Committee Actions Required:

- Staff members submit approved minutes to LCC for posting on PTLAC website
- Staff members must formalize a contact list for PTLAC members and liaisons.
- Emmett Mullin will write a draft of the common metrics for the Benchmarks Subcommittee
- Katherine Bloom O'Connell will identify and explore the cost options of developing banners for the Communication Subcommittee
- Katherine Bloom O'Connell will follow up with Erika Rivers regarding Instagram regulations
- Consider reaching out to other Legacy funds for discussing collaboration opportunities at future meetings (e.g., clean water, arts and cultural heritage, outdoor heritage)
- Takeaway cards displaying Legacy project locations (developed by Freshwater Society) used at the February 6 event would be helpful for Legislative hearings; get more copies of these
- Have Greater MN board members and DNR leadership team (parks and trails) join future meetings to participate
- Liaisons will get together and develop a path for 40/40/20 moving forward. Then they will bring the discussion back to the committee for input.
- Make 10-year anniversary report available electronically and share
- Have 10-year anniversary report copies bound for distribution to legislators
- Arielle Courtney will share MOU template for Park Rx America with Emmett and Renee
- Confirm meeting location for April 25

## Minutes

### **Members:**

Bob Bierscheid, Cecily Harris, Les Ollila, Louise Segreto, Matthew Lindaman, May Yang, Nancy Hanson, Pete Royer, Pat Stieg, Wayne Sames, Margot Imdieke-Cross, Tim Mitchell, Kathy Bergen, Katherine Bloom O'Connell, Poppy Potter, Randy Sorensen, and Chris Crutchfield (absent).

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

**Guests:** Regional Park Directors

**Staff:** Darin Newman, Stefanie Stearns, Arielle Courtney, Margaret Krueger

### Welcome:

Bob Bierscheid opened the meeting, and welcomed everyone to the Bloomington Civic Plaza. Member liaisons and DNR staff thanked everyone for their participation, and thanked the Bloomington Civic Plaza for their hospitality. The new committee members were introduced: Cecily Harris and Matthew Lindaman; all other members introduce themselves to committee. Bob Bierscheid also reminded all members of the expectations of PTLAC members.

The meeting Agenda for February 28<sup>th</sup> was approved.

Previous meeting (Dec 6<sup>th</sup>) minutes was approved.

### Report on the All-Fund Legacy Event on February 6:

Committee members who attended the February 6 “all funds” Legacy anniversary celebration event provided a recap of logistics, highlights, and their conversations. Wayne Sames helped coordinate the event and worked with Freshwater Society to ensure the Parks and Trails Fund was well prepared. Attendees expressed the challenge of encouraging legislators to attend events such as these is significant. Representatives of each legacy pillar were chosen to speak about their goals for each fund at the event. Anthony Taylor represented the Parks and Trails fund.

### Logistics:

- The acoustics of the building and location of the booth were not ideal, due to lack of space at the Minnesota Historical Society.
- Special thanks to Erika Rivers and Laura for organizing the list of contacts for the event.
- The handout visuals for the event were very useful and appealing.

### Value of outreach events:

- There is high value of connecting with people face to face at these events.
- The various mechanisms for showing the direct results of Legacy funds to the public were discussed.
- The materials and handouts that were used were helpful especially in striking initial conversations with the public when tabling at such events.
- The application of outreach at these events should lead us to think about *how* we educate the public on the Legacy Amendment for Parks and Trails, and all legacy funds.

### Other comments and ideas for future outreach:

- YouTube videos or hosting a Podcast as other unconventional ways to share the impact of Legacy (e.g., “What’s your Legacy?”).
- Restrictions for social media accounts. The DNR’s policy on social media would not apply to the LAC. Erika Rivers is to follow-up on the feasibility of starting a PTLAC Instagram account.
- There is conflicting information in the legislative report regarding the need for funding to maintain current parks/trails and for additional funds to acquire more land. Specifically, Randy Sorenson said it seems contradictory to ask for funding to acquire more facilities or land when we can’t keep up with what we currently have.
- Use of the posters from the Feb. 6<sup>th</sup> event for legislative testimony.
- Anthony Taylor contributed lots of time and effort into speaking on behalf of parks and trails Legacy at the event.

- Lack of communication between the four legacy funds, and it was suggested that we invite other fund representation to one of our meetings to discuss collaboration opportunities.

## Agency Updates: DNR, GMRPTC, Met Council

### DNR Updates: Erika Rivers

- *New Administration:* Erika Rivers opened the discussion by describing the transition to a new Governor (Tim Walz) and DNR Commissioner (Sarah Strommen). The DNR budget items were launched in mid-February. Commissioner Strommen shares a great passion for the outdoors and nature in general.
- *Legislative Session:* The passing of the Land and Water Conservation Fund in Congress will greatly benefit Minnesota's public lands (especially local parks and trails via pass-thru grants program). This is great news in particular because it provides permanent reauthorization of the funding. It was also mentioned that 2 out of 62 legislators that voted against this legislation were from Minnesota. There is potential for additional funding along these lines from [GOMESA](#). However, there is a lot of competition for those dollars.
- *Governor Tim Walz's Budget Proposal:* Gov. Walz's new budget proposal includes the following:
  - Funds local grants for outdoor recreation
  - \$500,000 for planning and design work at William O'Brien State Park to make accessibility updates and improvements
  - Fee increases for both boat registrations and the cross-country ski pass
  - \$1 million in state trail operations and maintenance (request was for \$2 million)
  - Increase in appropriation for ATV/ORV accounts
  - Technical policy change to allow funding to be deposited into a "special events at state trails" fund
  - Legacy funding, with 40/40/20 split
- *Staffing:* The status of the Legacy staff transition at DNR was discussed. The Legacy Program Consultant position should be filled soon, but in the meantime work is being shared by Arielle Courtney, Darin Newman, and Stefanie Stearns. If people have questions about who to contact, get in touch with Laura Preus.

### GMRPTC Updates: Renee Mattson

- *Evaluation Team (E-Team):* The e-team will meet soon to review project proposals.
- *Legislative Session:* The hearing that took place was to introduce a separate bill for GMRPTC operations funding to the MN Senate. There are 11 grant recommendations proposed in the first biennium. There were \$20 million in requests and \$8.6 million will be funded. The funding application for 2021 will also be opening shortly.

### Metropolitan Council Updates: Emmett Mullin

- *New Administration:* Emmett Mullin began by describing the transitions as the new chair of the Met Council (Nora Slawik) begins. The idea behind One Minnesota can be applied to PTLAC's goals and issues. There is also a new council as well.
- *Funding:* The 40/40/20 proposal has moved forward. The park agencies in the Met Council are requesting \$44 million. Last year's bonding bill included \$10 million, but a lawsuit has prevented the Met Council from accessing that funding to date.
- *Research:* Recently the Met Council hosted a discussion around the use of [Streetlight data](#) and visitor counting with DNR and GMRPTC. The applications of this data can be used to understand

travel patterns, demographics, etc. There is mutual interest in validating the Streetlight data across all three agencies.

### Collaborative Discussion with Regional Park Directors:

Emmett Mullin begins by introducing the regional parks directors. The LAC and staff, and liaison members were also introduced. The following report-outs are summaries of small group discussions between LAC members and regional park directors on a variety of topics. The brainstormed information assisted the LAC with further work planning later in the day.

### Communications: Amanda Lovelee and Katherine Bloom O'Connell, facilitators

The group discussed different ways to increase awareness and advocacy for Legacy in the future.

- Aim: Build future generation of advocates to instill environmental stewardship and raising awareness around legacy fund amendment
- Pop-up: Higher success rate potential by “popping up” into existing events and joining in
- Considerations/Barriers:
  - Staffing/volunteer availability
  - Marketing collateral and promotional visibility
  - What’s the draw? Incentivized participation (e.g., food!)
- Suggestion: Engage school groups through interactive visits; exchange of information and experience
- Question: What efforts are being made to communicate across language/cultural barriers of access and understanding?
- Key theme: Each culture uses park and trail spaces differently – how adaptable is our messaging?
- Case study: Adjusted play components in place of traditional playground equipment – adapted to meet needs of changing demographics in community
- Goal (2019): Broader recognition of legacy logo/branding and what it provides to community – work with existing groups for increased visibility

### Research: Arielle Courtney, facilitator

The group discussed opportunities for research collaboration and areas where more information is needed across the board.

- Value in statewide trends and use patterns
- SCORP: Still has value at primary data source
- Retailer data, Streetlight data (automated), geo-fencing are data sources of the future and can be applied statewide
- Not necessary for agencies to count visitors identically
- Focus for research should be what are the needs of the public? And are those needs being met? What information do we need to tell the story of why parks and trails are important and worth investing in?
- How do outdoors/parks impact people over time? Temporal tracking rural, urban, and follow the story of outdoor recreation over time.
- Economic impacts of parks
- Benefits of health connections with nature
- How are our residents interacting with other recreation systems? (e.g., Ramsey County resident – when do they stay at local parks and when do they use other systems and why?)

- Criminal justice system – whether or not having access to parks and recreation prevents criminal activity?
- Intersection of parks and race – differing experiences with nature
- Issues with access, race, socioeconomic status (e.g., replicate and expand focus group report done by Met Council in 2014)
- What gets new people into the parks? E.g., Pokemon Go!
- Recreation opportunity spectrum: Do we have the right balance of facilities and amenities across all park and trail agencies?
  - Regional parks introduce a nature-based experience that people can then “graduate” to more wild experiences (if that is the goal)
- Take a quality of life approach to research: How can we best attract and retain workers, businesses, and what do parks and trails have to do with that?

#### Inclusion: Margot Imdieke-Cross and May Yang, facilitators

This group discussed the multitude of ways LAC can lead efforts to build awareness and provide opportunities for underrepresented groups to get out to parks and trails.

- Partner with organizations who have experience getting underserved communities into the outdoors (e.g., Outward Bound, Wilderness Inquiry)
- Participate in culturally focused events (e.g., Monarch festival, Owamni, sensory friendly events, autism friendly hour)
- Why are inclusion outreach efforts successful?
  - Invite specific groups and want them to belong
  - Bilingual signage and material: Culturally-relevant foods, bilingual restroom signage etc.
  - Restrooms are a significant barrier to inclusion: Cultural, accessibility, and gender considerations
    - Construct buildings around the restroom, make it easy to come back
- Create atmosphere of safety
- Consider fee waivers, picnics, other support (options for children)
- Solve access gap with family

#### Benchmarks: Emmett Mullin and Renee Mattson, facilitators

This group discussed the ways to create a standardized approach for reporting Parks and Trails Legacy outcomes for the Legislative Coordinating Committee.

- Guiding Principles:
  - Start small and recognize we have different systems that have different challenges. Our goal is to continue to improve how we consistently report Legacy Outcomes. Recognize that we’ve come a long way from where we started.
  - Long term goal is for the three entities (DNR, Greater MN, Metro) to develop a good, small set of consistent measures.
- Needed Resources: Shared commitment between DNR, Greater MN and Metropolitan Regional Parks System to develop and use the measures for Legacy reporting.
- Next Steps:
  - Emmett writes up the draft measures, shares with our small group. Members provide feedback and finalize draft.
  - Erika, Renee, and Emmett share measures with their agencies, collect and compile feedback.
  - Benchmark committee compiles all feedback into one common approach.

- Erika, Renee and Emmett finalize and distribute measures for three entities to use for LCC Reporting.
- Draft Proposal for Common Measures for Legacy Reporting:
  - Acquire Land
    - 1. Acres acquired
    - 2. Trail miles acquired
      - a. Should trail miles be converted into acres? If yes, create a common approach to converting to acres
  - Create Opportunities
    - 1. New facilities developed
      - a. How do we capture this? Square feet?
    - 2. Trail miles developed
  - Taking Care of What We Have
    - 1. Acres of natural resources restored
    - 2. Trail miles rehabilitated
    - 3. Older facilities restored
  - Connecting People and the Outdoors
    - 1. Visits
      - a. Create a common approach to counting among the three entities. Share this goal with Research committee for future effort.
    - 2. Marketing
      - a. How do we quantify marketing efforts? Get help/advice on fleshing out deliverables
    - 3. Programs delivered
      - a. Should this be number of program participants?
    - 4. Accessible projects completed
      - a. How to identify these projects without double counting?
- Funding Measurement: Request Funding Committee to provide advice on these items
  - 1. Funds leveraged by Legacy \$'s
  - 2. How to initiate work/goals together with the other three Legacy funds?

## Work-planning for 2019 Including Subcommittees and Workgroups

The group revised and approved the list of updated subcommittees and workgroups for 2019. Bob Bierscheid begins this discussion by outlining the expectations of members serving on subcommittees/workgroups. Each group should be discussing at least one specific goal for their group.

**Benchmarks:** Tim Mitchell, Emmett Mullin, Nancy Hanson, Renee Mattson, Poppy Potter

Work plan item	Why it's important	What resources are needed?	Next step
Developing a small set of common metrics that the three entities use for legislative coordination committee, funding, reporting	<ul style="list-style-type: none"><li>• Tell a cohesive story on what we have accomplished</li><li>• Be ok with how our three entities are highly varied and have different challenges</li></ul>	<ul style="list-style-type: none"><li>• Commitment of the three entities to use what we develop</li><li>• Commitment of three entities to help develop common measures</li></ul>	<ol style="list-style-type: none"><li>1. Emmett writes up the draft measures</li><li>2. Emmett, Renee, Erika share with their respective agencies</li><li>3. Small group campsites all feed back into one common approach</li><li>4. Finalize and distribute to three entities to use to do LCC reports</li></ol>



**Communications:** Kathy Bergen, Katherine Bloom O’Connell, Pete Royer, Cecily Harris, Matt Lindaman, May Yang, Bob Bierscheid

Work plan item	Why it’s important	What resources are needed?	What’s the next step?	Priority
One pager outlining logo, font, colors, potential tagline, explanation of talking points	Standardization of marketing collateral and messaging internal use	<ul style="list-style-type: none"> <li>Original logo file, design parameters from designer</li> <li>Understanding of life cycle of existing signs</li> </ul>	Who should we contact? (Legacy logo – URL extension on Legacy website)	1
Legacy pop-up kit – outreach items contained in box (core kit)	Interactive and exploratory exposure to Legacy; consistent branding	<ul style="list-style-type: none"> <li>Financial resources</li> <li>Distribution plan</li> <li>Items to be included: poster design, parameters, QR code, evaluation post card, banner, fact-sheet, game</li> </ul>	Group conversation surrounding topics listed under “what resources...”	1.5
<i>(Subsection of pop-up kit)</i> Create banners for logo exposure and brief explanation	Exposure! Familiarity! Understanding!	<ul style="list-style-type: none"> <li>Logo file</li> <li>Funding approval and cost</li> <li>Number of banners needed</li> <li>Distribution plan</li> <li>Design proposal and approval</li> </ul>	<ul style="list-style-type: none"> <li>Katherine to ID cost options</li> <li>Design proposal to group</li> </ul>	1
Strengthen social media presence	External exposure, community-building	<ul style="list-style-type: none"> <li>Contribution of news stories from committee members</li> <li>Understanding of limitations around Instagram creation</li> </ul>	<ul style="list-style-type: none"> <li>Katherine to send email soliciting content</li> <li>Katherine – Check with Erika on Instagram policy</li> </ul>	1

**Funding:** Erika Rivers, Emmett Mullin, Renee Mattson, Pat Stieg, Wayne Sames, Pete Royer, Bob Bierscheid

- Liaisons will discuss a funding proposal to bring back to the LAC for discussion.
- There is a need for more clearly defining how projects are categorized into the different Legacy pillars.

**Governance:** Bob Bierscheid, Kathy Bergen

- Unnecessary for this group to meet.

**Inclusion:** Randy Sorenson (proposed chair), Patrick Stieg, Wayne Sames, May Yang, Louise Segreto, Margot Imdieke-Cross, Erika Rivers, Poppy Potter, Chris Crutchfield

Work plan item	Notes/Next steps
Define how inclusion links to funding: Specifically, what more can we do to elevate projects and proposals that support diversity, equity, and inclusion (DEI) efforts?	May want to connect with benchmarks on this.
Information sharing: What are agencies currently doing regarding DEI? This information needs to be more broadly shared.	Arielle will send the group various documents, including the Diamond Inclusivity Assessment results for DNR, Cross-cultural networking toolkit, Intercultural Development Inventory information, and the DNR Equity Strategic Action Plan.
Assessment: Identifying what do parks have regarding access and inclusion?	More clarification needed.
Checklist or guide to help staff and others make parks and trails more inclusive and welcoming (e.g., toolkit idea)	Something along these lines has been assembled by DNR and other resources are available from other organizations as well. Arielle will share that document with the group.
Taking a closer look at resources that have been allocated for these projects: How many individual Legacy projects are emphasizing inclusion topics?	This may require an inventory of Legacy projects over the last couple of years. More clarification needed.
Identify a way to use Legacy dollars for outreach outside of the parks/trails themselves	This would be a convenient way to take on more efforts "where people are."

**State-wide Trails:** Louise Segreto, Renee Mattson, Patrick Stieg, Cecily Harris, Matthew Lindaman, Les Ollila, Margot Imdieke-Cross, Laura Preus, Pete Royer, Nancy Hanson

Work plan item	Why it's important	What resources are needed?	Next steps
Vision for a statewide trail system spanning jurisdictions	As impetus to getting connections, need to clarify goals and figure out where gaps exist.	State trails system plan	<ul style="list-style-type: none"> <li>• Need more direction from LAC on this, and identifying who can join in.</li> <li>• Non-motorized or shared?</li> <li>• Loop or linear or both?</li> <li>• North/South or East/West?</li> </ul>
Mapping entire trail system; recognizable standard signage	TBD	TBD	TBD
Tribal land trails	Inclusion, connections, economic development	Cooperative agreement	TBD

### Funding Discussion:

The concerns around the funding division between the agencies (40/40/20) were brought up. This discussion will be continued at the April 25<sup>th</sup> meeting.

### Final Updates:

#### Final thoughts on Tenth Anniversary events final report:

It was suggested that an email list of those that participated in the 10-year Anniversary events be created to acknowledge and thank participants for their work around these events.

#### Status of planning for 2019 state fair Legacy exhibit

DNR Staff members discussed the current contracts for project management for the 2019 state fair exhibit, and the contracts for design managers. It was pointed out that the shifts to work the state fair were too long. This was due to a lack of volunteers to manage the events. It would be beneficial to

include the other funds' goals at the PAT state fair booth. It was suggested that specific handouts could be updated for the fair.

#### SCORP and Parks Rx (participation in Park Rx America)

DNR staff members discussed the logistics behind canceling the SCORP meeting last week. Park RX America will also include the information collected by state parks and trails, however this needs to be broadened. It was suggested that the DNR could share their MOU templates to GMRPTC and Met Council if they'd like to participate and get their data into Park Rx America.

#### Next meeting – Thursday, April 25 (Greater MN host)

The next PTLAC meeting will be in Brainerd.

**Bob Bierscheid adjourned the meeting.**