

Parks and Trails Legacy Advisory Committee Meeting October 24th, 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 DECEMBER 5th, 2019.



Parks and Trails Legacy Advisory Committee Meeting

October 24th 2019

Tettegouche State Park Visitor's Center

5702 MN-61, Silver Bay, MN 55614

Updates and Announcements:

Next Meeting: December 5th, 2019 9:30 AM-2:30 PM

Meeting Host: Metropolitan Council

Meeting Location: Lebanon Hills Regional Park Visitor's Center (860 Cliff Rd, Eagan, MN 55123)

Committee Actions Required:

- DNR Staff will submit and post the approved July 25th Meeting Minutes & Agenda on the PTLAC website
- DNR staff will continue to follow up to determine if the Parks and Trails Legacy Advisory Committee can utilize the DNR's State Fair venue in the future
- DNR Staff will contact any volunteers from the MN State Fair that would be willing to serve on the PTLAC in 2020
- Legacy Liaisons will discuss how to provide committee members with information on historical funding sources for state and regional parks and trails since the passage of the 2008 Legacy Amendment
- Legacy Liaisons will discuss at the next Liaisons Monthly Meeting the Statewide Trail Workgroup's proposals in relation to the existing Parks and Trails Systems in MN
- Legacy Liaisons will confirm the 2020 meeting calendar for future meetings before the December 5th Meeting

MINUTES

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

Liaisons: Emmett Mullin, Renee Mattson, Tom Ryan (absent), Erika Rivers (absent), Laura Preus

Guests: Tim Engrav, GMRPTC Commissioner

Staff: Darin Newman, Margaret Krueger

Welcome and Introduction:

Bob Bierscheid opened the meeting.

Bob Bierscheid led the introductions and thanked the Tettegouche State Park staff for hosting today's meeting. Members reflected on comments made by Jason Peterson, park manager, during the tour that Parks and Trails Legacy Funding has filled in gaps between large projects and day-to-day operations. Tettegouche State Park has used Legacy funds for trail improvements, resource management, and programming, and has contracted these projects with the Conservation Corps. In the

past, the Legacy Advisory Committee has stressed the importance of renewable energy; the DNR has taken this feedback to heart by installing solar arrays and electric vehicle charging stations at Tettegouche. Tettegouche State Park has utilized Parks and Trails Legacy Funding to make significant updates to their visitor's center interpretive exhibits, and its surrounding infrastructure in 2014. Tettegouche State Park has many unique features, including two distinct geological formations: Palisade & Shovel Point. The new visitor center also displays local art that is updated on a monthly basis. The visitor center is one of three state park facilities on the North Shore with combined MnDOT rest stops (Gooseberry and Grand Portage state parks are the others).

Committee members' note: collaboration between all four funds is necessary, and there is interest in inviting leadership from the Arts and Cultural Heritage Fund to future meetings.

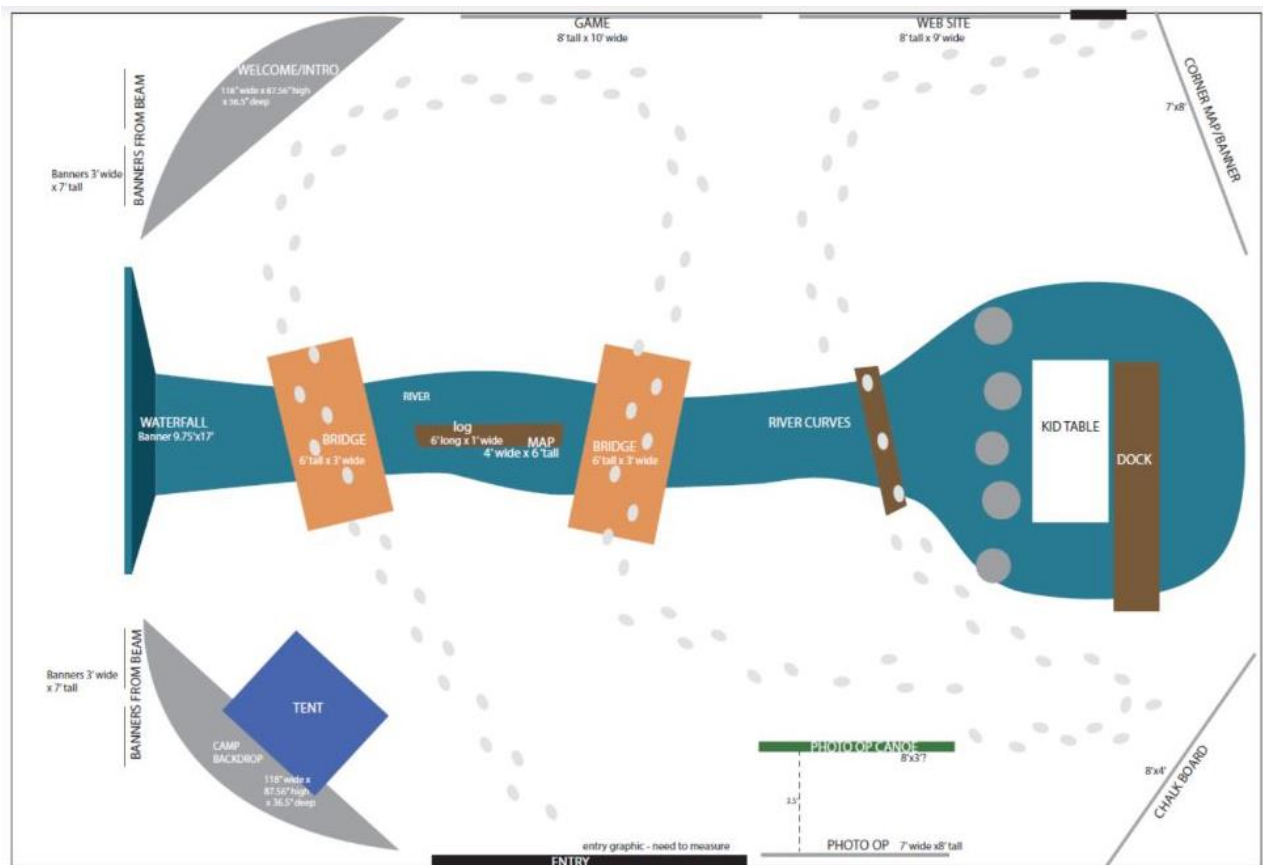
The July 25th Meeting Minutes have been approved.

Action Item: DNR Staff will submit and post the approved July 25th Meeting Minutes & Agenda on the PTLAC website.

State Fair Report: Brook Maier

Brook briefly shared a recap of the events for the MN State Fair Legacy Exhibit in August 2019. Brook began by describing the layout and design for this year's exhibit for members that weren't able to attend. This exhibit was hosted in the Theatre Space of the DNR's State Fair Building. The space was substantially redesigned from 2018, and the flow of people seemed to work much better. For example, we added more "bridges" since most people seemed to follow their path. Nearly all pieces of the exhibit can be reused and could be used for another state fair exhibit in 2020 or later.

Legacy Exhibit Layout:



Staff and Visitors Attendance:

44 out of 72 staff shifts were filled, plus 24 manager shifts. In the future, more staff would be helpful, especially on peak weekend days. Over the 12 days of the MN State Fair, 11,613 votes were cast (548 more than in 2018). However, not all visitors of the exhibit casted a vote. It is therefore estimated that 20,000 people visited the exhibit in 2019, which is slightly higher than 2018.

Interactive Game Results:

PTLAC leadership wanted to survey the public's opinion on which types of Parks and Trails Legacy investments would be most helpful in connecting people to the outdoors. An interactive voting system was utilized to ask members of the public: what connects you to the outdoors? Voters were given five fuzzy balls to vote for ways that the three implementing agencies connect people to the outdoors:

- Welcoming Environment: signage & wayfinding improvements
- Naturalist Programs: parks and trails events, & interpretive programs for all audiences
- Social Media Promotion: Facebook, Instagram, Twitter etc.
- Traditional Media Promotion: billboards & print ads, TV, & radio ads
- Skill Building Programs: I Can! Series & others provide trial equipment to build skills in the outdoors

- Partnerships: agencies coordinate amongst their partners with local school groups, clubs, & community organizations

Naturalist Programs (13,618) & Skill Building Programs (11,575) were voted on the most by the public. Promotional efforts through Traditional Media (5,209) and Social Media (6,907) were voted on the least at the 2019 Exhibit. This indicates that in-person outreach efforts are needed to connect more people to the outdoors.

Budget:

In 2019, the exhibit was completed within 4 months, and about \$65,000 was spent in total. This includes the manager's contract, & MOD's design contract with giveaways. However, this *does not* include staff & volunteer time. After this year, the newly designed elements can be used in the years to come. An estimated \$121,555 was spent over the last two years on both exhibits. The majority of PTLAC members support hosting another exhibit at the MN State Fair in 2020. However, this is dependent upon the availability of the DNR's State Fair venue.

Action Item: DNR staff will continue to follow up to determine if the Parks and Trails Legacy Advisory Committee can utilize the DNR's State Fair venue in the future.

Key Elements:

- Minnesota Map: this map is a highlight of Parks and Trails Legacy Funded projects in MN
- Podium Signs: overview of more specific legacy projects by topic
- Floor Graphic: guided traffic
- Waterfall: 17ft waterfall from floor to ceiling.
- Interactive Game: directly engaged people in the room. Asked visitors to vote on where they think funds should be utilized to connect people to the outdoors.
- GreatOutdoors Website: stand-up monitors allowed people to explore MN GreatOutdoors website
- Four Funds (Minnesota Map): map & display that featured all four funds of the Clean Water Land and Legacy Amendment.

Moving Forward:

- Future State Fair Exhibits: PTLAC is interested in pursuing this exhibit again for 2020
- Sticker/signs for small businesses to display at checkouts, educating people about the sales tax revenue
- Better signage at parks and trails facilities to create a welcoming environment
- Mobile exhibit/Pop-up Kits to be utilized by all three agencies
- Plan for outreach at future state fairs as the end of the 25-year Legacy Amendment nears.

Legacy Funding Workgroup Update & Open Discussion

Legislative Process & Background

Laura Preus began by describing the context and process for recommending future allocations of the parks and trails fund among the three partners. The 2019 Legacy Bill directed the formation of a nine-member Legacy Funding Workgroup to complete recommendations for the distribution of the Parks and Trails Legacy Funds for the 2022/2023 biennium. Each of the three implementing agencies will appoint 3 members to the group; final membership has not been determined yet. DNR is contracting

with a professional mediator in late 2019 and 2020 to facilitate the workgroup and arrive at consensus recommendations about the funding split between the 3 implementing agencies (currently 40/40/20). The law specifies that the workgroup will consult with the Parks and Trails Legacy Advisory Committee.

Legacy Funding Workgroup Consultant

Laura continued by describing the details of the contract. Three main components will be required from the Consultant:

- Process Design
- Facilitation of the workgroup
- Deliverable of the final product: set of consensus recommendations

Staff at all implementing agencies hope that this Workgroup will help facilitate better coordination between the three agencies and the PTLAC members. Once a contract has been implemented, the agencies will set a specific schedule for consulting with the PTLAC in late 2019 and 2020.

Open Discussion: How to update and inform PTLAC Members

The Workgroup will host 5-6 meetings in late 2019 and 2020. These meetings are open to the public. The Legacy Liaisons are working to develop a communications plan for the public and the PTLAC. It is important for PTLAC members to be informed to be able to participate in a consulting role as the law specifies.

Consultation could include an informational discussion regarding the historical context of the current funding split between the three agencies. Members discussed interest in attending workgroup meetings, briefing members on work of the PTLAC, and staying apprised of the workgroup's progress. The PTLAC will include this agenda item for future meetings to continue the discussion. Legacy Liaisons will also share this information with the workgroup consultant.

Legacy Funded Pop-up Kits Update

Bob Bierscheid began by describing the contextual purposes of Legacy Funded outreach efforts. The main goals for implementing Legacy outreach are to:

- Celebrate
- Educate
- Listen

Since the celebration of the 10th Anniversary of the Clean Water Land and Legacy Amendment in 2018, it has been necessary to conduct more outreach outside of parks and trails settings. Many outdoor advocates and general members of the public are unaware of the Parks and Trails Legacy Funded systems they utilize. This gap in awareness needs to be addressed, and so the PTLAC has identified a specific outreach method to solve this: Legacy Funded "Pop-up" Kits. The concept of a Pop-up Kit is based on direct outreach through informal, general tabling efforts.

Parameters for use among implementing agencies

DNR Staff are currently working to coordinate a Pop-up Kit that would be utilized by all 3 implementing agencies. The Pop-up Kit will contain 4 main components:

1. **Display Board:** The Pop-up Kit will include a display piece which will contain general literature on the structure of the Parks and Trails Legacy Fund. This display will also include information on each of the Four Funds, and the 25-year Parks and Trails Legacy Plan. Each of the 3 implementing agencies will be able to customize their display board with information on local projects & events in their area. Although this display is able to stand on its own, sometimes different staff will be conducting outreach using the kit.
2. **Interactive Component:** This display board will also have an interactive component. A potential idea for this component is an interactive map. This map will highlight a selected number of Legacy Funded projects in MN, and visitors will be able to identify their location in proximity to these projects.
3. **Handout Materials:** Materials with important links to the Parks and Trails Legacy Advisory Committee Website & the Parks and Trails Legacy Fund website will be included. 25-year Legacy Plans will be available with each kit for reference, along with a link to the 25-year Legacy Plan in accessible PDF format.
4. **Staff Handbook:** Each kit will contain a handbook with guiding questions & talking points for staff. This is important in communicating the same, intentional message across multiple parks and trails systems.

Materials Development

DNR Staff are currently working to contract the design and development of the materials necessary to for a Parks and Trails Legacy Pop-up Kit. Margaret Krueger presented a rough mock-up of what information a final display board may include. It is expected that these materials will be completed by the end of the 2019 calendar year. Committee members discussed potential venues where a pop-up kit may be used, the importance of an interactive element in the exhibit, and the possibility of different types of displays, depending on the venue and if the event will be staffed.

Agency Updates

MN DNR: Laura Preus

A report describing the upcoming funding priorities for the DNR's biennial Legacy spending is finalized. DNR Parks and Trails staff are currently trying to evolve these funding priorities based on the feedback received from the MN State Fair Exhibit polls, and PTLAC feedback. Currently, each region in the DNR is working to identify small projects that could utilize Parks and Trails Legacy Funding. The DNR is preparing to identify more funding priorities for the upcoming 2020 bonding year.

Action Item: Legacy Liaisons will discuss how to provide committee members with information on historical funding sources for state and regional parks and trails since the passage of the 2008 Legacy Amendment.

Met Council: Emmett Mullin

A new Metropolitan Regional Parks Systems Equity Grant Program has been initiated in 2019; \$300,000 of regional bond funds has been dedicated to support this program. The main goals of this program are to advance equitable usage of the Regional Parks System.

The Metropolitan Council is preparing its 2020 bonding program request. The Metropolitan Council will match \$3 of state funds with \$2 of regional funds.

A new research project on youth in parks and trails systems has also begun, and further updates will be included at the upcoming PTLAC meetings.

GMRPTC: Renee Mattson

The GMRPTC and the Evaluation Team had a joint working session at the October 23rd, 2019 Commission meeting to discuss the strategic plan update. There is only one source of grant funding for designated Greater MN parks and trails. All FY21 funding applications have been submitted and are continuing to be reviewed for recommendation to the legislature. GMRPTC staff are continuing to prepare for upcoming grant application opportunities beyond 2020.

Discussing Legacy Advisory Committee Leadership Transitions

2020 Committee Member Terms

Bob Bierscheid began by explaining the current terms that are up for transition. There are currently 6 members that will not be returning, and 3 members are up for reappointment. Any members that would like to be reappointed should submit an application. Experience gained through service on the committee is valuable and the liaisons encourage continued service. A press release will be made shortly and members will receive information on the reappointment process. Any members that know of someone willing to serve on the PTLAC should direct them to the [PTLAC's Website](#). We continue to seek ways to increase the diversity of the committee, including race/ethnicity, age, experience, and regions of Minnesota; when sharing the announcement, staff should consider how to encourage a diverse applicant pool.

Action Item: DNR Staff will contact any volunteers from the MN State Fair that would be willing to serve on the PTLAC in 2020.

Subcommittee Work Plan Session

The following is a summary of an open discussion regarding potential work planning items for PTLAC meetings in 2020. The committee discussed lessons learned from past successes. Work plan items that have been successful generally have been projects that have had staff support. These items will be confirmed in February of 2020 to allow new members to shape the work plan around their interests and skills.

Outreach

There is potential interest in forming an outreach subcommittee for the upcoming 2020 calendar year. PTLAC members will propose this idea to incoming members in February of 2020.

Inclusion

Accessibility and equity has been identified as a major priority for the Inclusion Subcommittee's upcoming work plan. A review/inventory of Legacy Funded facilities is necessary to address the issues of physical accessibility in MN's Parks and Trails Systems.

Benchmarks

The PTLAC has worked to develop a universal form of reporting projects and accomplishments within all three agencies. The PTLAC plays an important role in guiding and shaping decisions for the implementing agencies. PTLAC members have expressed interest in creating a logical interface for

agency staff to directly participate in future meetings. All three agencies use different funding and application procedures, which makes reporting in a universal/consistent format a challenge.

Statewide Trails Workgroup

The PTLAC has proposed building an accessible, multi-use statewide trail or corridor system. The three implementing agencies will identify promotional language to summarize the priorities for a statewide trail system. Agency staff need to firstly define how a statewide trail system would fit into the current system plans for the DNR, Met Council, and GMRPTC. Partnerships with outside entities could potentially be included. Federal partnerships would expand a system beyond the three state & regional implementing agencies' systems in MN. Before agencies can implement this project, a statewide inventory of all trail systems between the three agencies must be completed. Recently, the DNR has hired a State Trails & Snowmobile Consultant, John Waters. This individual could potentially include this as a work planning item in the upcoming 2020 calendar year. The three agencies will continue to discuss the ways in which a statewide trail corridor could fit into MN's existing Parks and Trails Systems.

Action Item: Legacy Liaisons will discuss at the next Liaisons Monthly Meeting the Statewide Trail Workgroup's proposals in relation to the existing Parks and Trails Systems in MN.

Final Updates

Action Item: DNR Staff will confirm the 2020 meeting calendar for future meetings before the December 5th Meeting.

- Next Meeting details:
 - **Date:** December 5th 9:30 AM- 2:30 PM
 - **Location:** Lebanon Hills Regional Park Visitor's Center (860 Cliff Rd, Eagan, MN 55123)

Bob Bierscheid adjourned the meeting.