

Parks and Trails Legacy Advisory Committee Meeting, October 26, 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 DECEMBER 7, 2017

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Parks and Trails Legacy Advisory Committee Meeting

Tettegouche State Park

5702 MN-61

Silver Bay, MN 55614

October 26, 2017

9:30 am – 2:30 pm

Updates and Announcements

Next Meeting: December 7, 2017

Meeting Host: Metropolitan Council

Bloomington Civic Plaza

1800 W. Old Shakopee Road

Bloomington, MN 55431

Committee Actions Required

2018 Events-

Renee M will draft a checklist for use at each partner site, by Nov 3. That list will be shared out to the group everyone will have the opportunity to add after that.

Brook will write a letter in support for the funding request on behalf of the LAC.

Paul and Brook meet about graphic designer

Paul will send the draft survey language to the group and ask for feedback.

Governance -

Members whose two year terms end at the end of 2017 and would like to be considered for reappointment, please re-apply through the same link that will go out to the general public in November.

Officers for 2018 – please let Paul know if you are interested in serving as an officer.

Other –

Nadine Meyer and Paul will follow up with P&T DLT on presenting the D&I plan to the PTLAC.

M I N U T E S

Members Present:

Bob Bierscheid, Kathy Bergen, Les Ollila, Nancy Hanson, Poppy Potter, Peter Royer, Randy Sorensen, Wayne Sames, Brian Hubbard, Brook Maier, Chris Crutchfield,
(via Webex: Katherine Bloom, Louise Segreto, Patrick Stieg, Tim Mitchell)

Liaisons: Emmett Mullin, Renee Mattson

Guests: Jon Oyanagi (Ramsey County Parks), Tom Ryan (Acting Chair of GMRPTC), Margot Imdieke-Cross (MN Council on Disability)

Staff: Paul Purman, Maria Lee, Stefanie Stearns

1. Welcome

Nadine Meyer Assistant Manager at Tettegouche State Park shares overview the park and the Legacy projects there. Tettegouche State Park was designated in 1979. Tettegouche currently sees almost half a million visitors per year; is connected to the Superior Hiking Trail, and is active in community partnerships, including Wolf Ridge ELC. The building we were meeting in, the visitor's center, was the very first State Park Safety Wayside constructed in partnership with MnDOT.

Some of the Legacy projects Nadine reviewed include:

- A division-wide Diversity and Inclusion Initiative is currently underway, which includes conducting the Intercultural Development Inventory (IDI) with full time employees, conducting the Diamond Inclusivity assessment, hiring a Diversity and Inclusion consultant (CultureBrokers), and creating a three-year action plan with a focus on racial diversity.
 - LAC is interested in seeing the plan when complete
 - Also noted that each year P&T Legacy supports innovation and diversity/inclusion work. Examples included Plain Language Sign Projects, an [Energy Initiative](#), Right Track/Step Up Interns.
- Reconstruction projects and culvert construction utilized regional small rehab Legacy Funds.
- CCMI crews helped with a 2-year reconstruction of Shovel Point trail early in the Legacy era (our own Brian Hubbard worked on this project!)

Agenda approved, no conflicts of interest identified.

August minutes approved with one amendment to the updates section.

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

2. Liaisons' Updates

Many of the updates were wrapped into existing agenda items.

DNR – Paul Purman, on behalf of Erika Rivers

- Erika Rivers and Laura Preus could not attend this meeting because of a two-day leadership meeting in Whitewater State Park focused on organizational realignment in the Parks and Trails Division.
- Reviewed highlights of the 10/25 site visit to the proposed Split Rock Lighthouse SP campground, which would connect to the proposed Lake County mountain bike trail system (on county tax forfeited land). PTLAC was joined by Deb Boyd and Audrey Butts of DNR P&T, and Nate Eide of the county.

Met Council – Emmett Mullin

- In the coming legislative session (2018), Met Council is planning a \$15 million bonding request. If the Governor and legislature were to approve that request, Met Council would match with \$10 million.

- Question for Emmett about Carver County Parks and the ability to recycle “one use” camping propane tanks there. While, Emmett was unsure of that specific recycling program he mentioned that regional parks and trails are doing a great job updating waste management systems.
- [Recent news story in the StarTribune](#) about the slowing acquisition rate of parkland. Discussed that all the large and easy acquisitions are already done!

GMRPTC – Renee Mattson

- The GMRPTC started to review new round of grant requests at their meeting yesterday. 19 total requests.
- Pleased with the quality of projects requesting funding.

3. 2018 Events

Bob Bierscheid presents Powerpoint, and leads discussion and overview of what has been happening with 2018 Events.

1. Site Location (times 1-4 p.m.) and Site Captains and Contacts
 - a. St. Anthony- (Silverwood Regional PK- [1/27/18] Captains- Brooke-Emmett , Contact- Tom Moffatt
 - b. Bemidji (Itasca State Park) (6/2/18) Captain-Les, Contact-Bob Chance
 - c. Marshall (Red Baron Expo Ctr. & Camden State Trail) [5/5/18] Captain-Bob, Contact Doug Goodmund
 - d. Fergus Falls- (Prairie Wetland Learning Center) [6/16/18] Captain-Wayne, Contact-Scott Plaza
 - e. Duluth (Essentia Duluth Heritage Sport Center) [6/27/18] Captains-Renee & Kathy
 - f. Rochester-(@125 LIVE? (5/19/18) Captains- Tim Mitchell, Contact-??
 - g. St Joseph- (St. Ben’s Gorecki Center (4/27/18) Captain-??, Contact-?? STILL NEEDS CAPTAIN FROM LAC!**
 - h. Bloomington-(Hyland-Bush-Anderson Lakes Park) [5/11/18] Captain- Brooke-Emmett, Contact-Randy Quale

Event Logistics

- Common language to describe the three-part regional events:
 - First part- Connecting People to the Outdoors Activities
 - Second part- Open House
 - Third part- Group Presentation (more formal public meeting style)
- We need to develop a standard check list of what we need, tables, food requirements, make it standard and ready to share with partner sites. Floor plan (ex: number of tables with x chairs at each, set up in such and such a way). **Renee M will draft this by November 3.**
- Event planning logistics needs in include a rainy day plan.

Budget:

- Updates from Paul on Coordinating with Partners Funds.
- DNR is the fiscal agent, so this request needs to be reviewed approved by the Commissioner's Office. On November 7, there will be a meeting with the commissioner and funds would be released after this.
- ***Brook will write a letter in support for the funding request on behalf of the LAC.***

Vendor Selection:

- Management, Analysis, and Development (Fee for Service state agency – part of MMB) has sent on a list of two potential facilitators and two potential reporters/recorders.
 - The next step is to interview the facilitator
 - In the meantime, continue to review outside facilitation options.
- *Graphic Design Work* - look to the master contract after budget approval to move forward. ***(Paul and Brook will touch base on this topic).***
 - The graphic designer needs to be planning for the State Fair simultaneously.
 - In small group break out today a small group will focus on the style guide for the events and communication.

Connecting People to the Outdoors:

November 9- Metro Parks bringing together lead program staff and lead communication staff for Silverwood event.

Create the frame that programmers can participate in.

Inclusion in the events:

- Louise has started pushing the ball forward with an inclusion policy.
- We need to be specific about the audience and perhaps the primary audience shifts throughout the event.
 - Who is your audience?
 - What is your goal?
- The events need lead with inclusion and embed inclusion. Not just in the invitation.
- Moving forward Celina Martina, Louise, Poppy, etc. will be driving this.
- Greater Minnesota? Leading with inclusion in GM? Programmers, resources for this type of intentional inclusion.
- What do the kids do when the adults are focused at part 2 and part 3? Is there a way meaningful engage young people while adults are engaged by the facilitator?
- Handouts and take away pieces for online feedback.

Measurement and Evaluation:

(Hand Out of Draft Survey Pat S developed)

- This could be part of the facilitator contract.
- Paper survey? Computer terminal? Online?
- Is there a way to standardize this and gather data like this at the State Fair.
- Is there a way to simultaneously get info and share info about Legacy projects?

- These are very pointed questions that you need to have quite a bit of knowledge to know about this. These questions resonate with people who are in the bureaucracies.
- ***Paul will send the hand out to the group and ask for feedback.***

Marketing and Communication Plan

Contact List, site captain will reach out to the contact list.

Target market and audience.

Action Items: *Renee will draft checklist before Nov 3. That list will be shared out to the group everyone will have the opportunity to add after that.*

Brook will write a letter in support for the funding request on behalf of the LAC.

Paul and Brook meet about Graphic Designer

Paul will send the survey hand out to the group and ask for feedback.

4. Integrated Website:

- SURL public testing gave us feedback this week with good recommendations for usability.
 - The site fairly accessible right now, alt text and low hanging fruit is pretty much already done. Contrast is one of the issues being addressed.
 - Robust search! If the word you are searching for exists in the details you can search for it.

Launch Date:

- The site will launch when the product is good, but not perfect.
 - And then immediately launch into the improvements. (2.0)
- Team is developing a hard launch date, and working on the PR roll out.
 - Initial date was Nov 15, likely will be moved to early January.
 - Option to use the launch to promote the 2018 regional events?
 - Partners of Legacy implementing agencies (W.I., Outward Bound) could also help by pushing it out to the social media

PTLAC wonders about using the Integrated Website for Legacy reporting...

- Project scope from the beginning identified that the tool would allow searches of the Legacy-eligible system, not just those projects that happen to have already been funded by Legacy. So there is no information in the tool about what exactly has been funded by Legacy in the details, it's a "fun finder".
- Could the tool be modified to assist with reporting? In the future, this is not out of the question. For instance:
 - Could you change colors to show what has been funded, or use the Legacy logo selectively to identify funded projects? And does this matter to people who will come to the site?

- Would have to define future updates of this type very carefully, given the complexity of Legacy funding.
- Could the Legacy logo on the tool be linked over to the LCC site (yes).

5. Lunch

6. 2017 Youth Outreach Report

- Last meeting with Youth Outreach Specialist, Maria Lee. Brad Chatfield will be filling in for the December meeting and the new Youth Outreach Specialist will start in January.
- Maria shared overview of youth outreach projects worked on over the last several months
 - Questionnaire with parks employees
 - Cohort building with Right Track and Step Up Interns
 - Youth participatory evaluation and outreach programs
- Group expressed appreciation for Maria's hard work, vision, and enthusiasm this year.

7. Small Group Break Out (Related to 2018 Events)

Logistics – for all three parts of the events

- The invitation needs to set up the expectations
- Plan for the weather – need a good weather plan and a bad weather backup.
- How to include partners, friends groups, etc. There needs to be direct tie to the Legacy Amendment. You need to show up in your Legacy hat!
- Back splash with Legacy logo + Logo of partner (Do they bring their own banner? Or do we make a banner for them? Friends should bring their own banner)
- Information displayed within the four pillars
- Big Map of Minnesota –interactive. Draw people into the map. Post-Its with memories and comments (how has Legacy impacted your life? Examples: I got married at this waterfall, I loved this hike, this trail is falling apart, etc.)
- The Legacy advisory committee table – there with the 25 Year Plan!
- Food! Needs to be interspersed among the tables, because where there is food- there are people.
- Allow for multiple modes of engagement (e.g., not just conversations).
- What are kids going to do? Youth engagement experts to help facilitate a process of capturing youth engagement.
- Fun activities that people with disabilities can access.
- Agencies share a table with non-profit partners?
- How many open house tables/partners do we want at each event? Set a hard stop at that number. And then make decisions and make the invites.
- From a flow standpoint, if you want to be able to handle 200 people then you have to have the right number of tables, with enough staff and volunteers.
- Account for the fact that numbers and conditions will vary from one site to the next.

Speakers – community meeting section

- Group envisions facilitator, plus two different speakers- one to engage those gathered about P&T Legacy overall/across systems and pillars, the other to talk about P&T Legacy in the geographic area.
- Some spontaneous reporting out on what was happening at the first two segments.
- White board or talk back space for feedback (what I like/what is failing) compile this into a report, and then share this out maybe at the state fair and/or LCC site.
- Important to be authentic and celebratory (that is, acknowledging that there will be critical perspectives on Legacy to date), and staying within the guidelines of the 25-year-plan.
- Do we have money to pay speakers? We included very little in the proposed budget for this, though we could cover some travel costs.
- Recorded version public perspectives – e.g., video booth (key questions posted around the booth and you have a video captured of this feedback).
- Group considered several names, which Paul will compile and distribute.

Action: LAC please send along ideas for speakers to Paul

Marketing

- Brook has put together an outreach plan.
- Reaching out to influencers and potential ambassadors for the event on social media.
- Doing what they can to get ready for a graphic designer.

8. Shared Outcomes Reporting

As this group has discussed previously, we are looking to produce high level reports about Legacy expenditures so we can articulate what we've accomplished so far.

Pillar – High level metrics	Acquire and Develop	
Program	Acquire	Develop
Project – examples		Brown's Creek

- 10 year report, but also annual reporting moving forward will be combined and shared.
- Agencies have met several times since the last LAC meeting. Paul has been developing a storyboard and layout of the draft report. At December LAC meeting – agencies will share a draft report.
- All agree that shared outcomes reporting is an important goal that will help address what the public understands about Parks and Trails Legacy.

9. Updates

- Annual solicitation of new members.
 - Paul indicated that per his records, nine terms come to an end at the end of 2017:
 - Bergen (GM)
 - Bierscheid (Met)
 - Bloom (Ad Hoc)

- Evans (DNR)
- Hanson (Ad Hoc)
- Hubbard (Ad Hoc)
- Ollila (DNR)
- Sames (GM)
- Sorensen (Ad Hoc)
- All are eligible for at least one more term should there be agreement on their continued service.
- Plan is to get the solicitation out in November, before Thanksgiving. Deadline to apply is 30 days later, followed by agency review and appointment of new members (likely in January).
- Anyone who is interested in being an officer should e-mail Paul about their interest.
 - LAC membership selects officers (Chair and Alternate Chair), preferably in December so that the group has continuity between December and February meetings; particularly important in a very busy 2018.
- An agenda item for December is assessing the meeting schedule for 2018. There will likely be some changes to the normal schedule to account for regional meetings in April and June, and the state fair in August. Paul will prepare options for the group to consider.

Adjourn