

Meeting Agenda & Notes

Regional Comprehensive Recreation Plan Leadership Team Planning Meeting

Date: March 28, 2008

Attendees: Robert Mendoza, Scott Wadle, Irene Hart, Elizabeth Bishop, Sommer Miller, Larry Ross, John Rogers, Richard Schodorf

1. **Review Past Meeting Agreements** – Not reviewed due to lack of time.
2. **Other Updates (in addition to past meeting agreements above)** – The 3 bulleted items directly below and their respective details were not reviewed due to lack of time.
 - **PROs Plan (Scott)**
 - **ARCAP Update (Scott & Others)**
 - **Recreation Networks Achievements/Accomplishments**

In the past 18 months, community synergy has seemed to develop around parks, recreation and open space and its importance/value/benefits to communities. Some examples include:

 - Public attendance was strong last summer at the City of Wichita's ten community input meetings for parks, recreation, and open space planning.
 - The Wichita Park Board president has been invited to make presentations about the Parks, Recreation, and Open Space (PROS) Plan to several neighborhood associations, the local chapter of the Sierra Club, and KCTU Channel 5 viewers. It's anticipated that more requests for presentations will be received as word continues to spread.
 - Two new members joined the Wichita Board of Park Commissioners this summer, enthused by what they heard at the speakers' presentations this spring.
 - A member of the Wichita Park Board and staff of the Park and Recreation Department have been called upon to advocate at the national level for parks and recreation funding.
 - Nearly 1,000 adults and youth completed the on-line survey asking for input, which will be used in development of the PROS Plan.
 - *The Wichita Eagle* has written two lengthy articles with photographs (one front page) and two positive editorials about the PROS planning process and how citizens can become involved. Additionally, a couple of article and editorials about bike paths/lanes have been written.
 - The University of Kansas School of Medicine – Wichita, encouraged by its sponsorship of the Dream in Green Speaker Series, submitted a grant proposal to Robert Wood Johnson Foundation to study what makes parks attractive places for people to use for physical activity. Members of GreenWay Alliance and the Wichita Park Board were invited to serve as advisors to the application.
 - The Wichita/Sedgwick County Planning Department submitted a proposal to WSU's Center for Economic Development and Business Research to study the economic impact of parks, recreation and open space in the Wichita community. Ultimately, the proposal was not chosen by WSU, but another proposal which was, may collect related data. The study – what attracts and retains young professionals in a community – may find, as other communities have, that recreational opportunities top the list.
 - The Metro Chamber of Commerce and local elected leaders have shown signs of beginning to understand the importance of retaining/attracting young professionals for the purpose of economic development and stimulating economic vitality. Additionally, civic and community leaders are starting to understand how highly young professionals rank the availability of recreational opportunities when it comes to making their decisions of where to locate and work.
 - Wichita Mayor Carl Brewer listed adoption of Parks, Recreation and Open Space Master Plan among his top five priorities for 2008 in his January State of the City Address.
 - The work of the Visioneering Recreation Alliance – supported by the Regional Economic Area Partnership (REAP) – has gained real momentum with plans moving forward for development of a regional web site highlighting "all things recreation." Three local governments – Wichita,

Sedgwick County, and Derby – have formed a first-ever partnership to share GIS data to map recreational resources for inclusion on the site. A seed grant of \$15,000 has been received to begin design of the site.

- The City of Wichita invited one of the Dream in Green speakers – Bill Wenk – to make a 2-hour presentation on the topic of turning storm water drainage areas into green space and recreational amenities. Invited to the presentation was a large cross section of professionals including architects, engineers, planners, developers, environmental professionals, and City and County staff. More than 100 people attended the presentation.
- A local neighborhood association has developed a plan to revitalize an urban stream that runs through their neighborhood park as a way to encourage more physical activity among residents and to be better stewards of the storm water runoff that flows into the stream.
- A statewide conference titled *Kansas Health Summit: The Built Environment and the Outdoors*, is being planned for Wichita this fall. It will feature four tracks of educational sessions: (1) Trails/Outdoors, (2) Built Environment, (3) Nutrition and (4) Policy/Planning. Much of the conference will focus on how to make recreational opportunities more accessible and available to all people in communities. Partner agencies planning the conference include Kansas Recreation and Parks Association, KDHE, KDOT, Wichita Parks and Recreation, and Kansas Health Foundation, Kansas Wildlife and Parks, Kansas State University. Janet Miller, Visioneering Recreation Alliance, is serving on the planning committee.
- The Arkansas River Corridor Access Plan has been completed and is being taken out for public comment review and comment.
- 10 different organizations are project partners for the ARCAP all working together to develop a plan for public access to this important community resource. The ARCAP has been adopted by the City of Derby (way to go Robert!).
- Sedgwick County, Derby, and the City of Wichita are sharing recreation resources GIS information with each other and the general public to better facilitate coordination or recreation resources in the region (with more communities to become involved soon). This coordination has also led to efforts to work with the State of Kansas Data Access and Support Center (DASC) to share statewide recreation GIS data.

3. Website Presentation (Nicole & Ken) – An update presentation on the website interface was provided. The site was designed to be self-directed (i.e., no one item has more visual “weight” than another). Feedback recommendations:

- It was recommended to clarify geographic location of this Alliance website – still need to design these elements. Focus is on layout presently.
- Layout is presently clean and maybe not as fun as it could be – there are opportunities for fun in the area where there will be changing photo images or short (30 sec.) video image/animation of recent events (not streaming video) and map section (e.g., map image). It is an information website first.
- Reviewed <http://www.triathletemag.com/site3.aspx> – like the columns from left to right, making more horizontal appearance. Locating ads at very top of page allows you to scroll down quickly to get to content. Want font to be of a size that will accommodate smaller monitors.
- Search page - will seek relevant advertising for pages. Park details pages accessible from search page.
- Parks location info. has been uploaded into Google map interface. Lots of parks! Currently adding amenities info. for all parks. Maps also include satellite and hybrid options. Need to include notices and alerts (e.g., dogs allowed, burn bans, no fishing, etc.)
- Can either update info. by web developers or parks and rec. depts. – it is planned that this website will be part of a larger VW website, so that may have some impact on the updating info. function.
- Currently revising data information and will grow
- Currently only developing static pages and search function

Summary recommended changes right now (from discussion above):

- Modify tagline to include a geographic locator – See next steps below
 - Add “South Central Kansas” to welcome tagline?

Related next steps:

- Leadership Team: Establish URL (Godaddy.com is best place to test) – Nicole recommended a branding URL vs. several URLs to help better establish the site.
- Leadership Team: Brainstorm tagline – See recommended changes ideas above as a beginning discussion point.
- Sommer will get input ideas for URL and tagline from YPW in the next couple of weeks before next leadership team meeting
- Funding – Leadership Team needs to know next steps costs (i.e., grant amount will pay for what portion of the website development)
 - Howerton & White will develop a costed-out budget for website development components, maintenance annually and advertising costs based upon info. in Knight Foundation Grant
 - Develop grants once budget received – Scott, Irene and Suzie will review grants
- Further website development input from leadership team – this will be ongoing and initiated by Howerton & White

4. Next Meetings

- **Leadership Team** – 4/15; 1:30 – 3:30 p.m.; CCSR (358 N. Main)
- **Alliance** – On hold for now

5. As May Arise –

Richard Schodorf, Sunflower Title, attended meeting as guest of Scott Wadle. Discussed upcoming idea regarding marking trails in parks in the hopes of making walking more attractive. 3 pronged idea: 1) mark paths in city with ½ mile markers; 2) various interval signs along 96/highway to generate interest (“Have you walked today?”) and illustrating where paths are located. Mid-Sept – Mid-Oct marriage challenge tied to walking and through various employers and Eagle to help promote a walking challenge message. This could help lead up to Built Environments Summit in Oct.

<u>Past Leadership Team Meetings Agreements</u>			
Website			
Who	Who Else	What	By When
Suzie		Set meeting with Howerton White & Leadership Team. Suzie met with H & W and conveyed urgency to see something. They are ready for information to be given to them and go forward. Scott met with H & W last week. They are still trying to plug GIS info. into Google maps environment (WAMPO working on same project and they’ve made contact and seems to be some progress). H & W also requested articles and referred to Parks Dept. and Scott providing some others.	1/31 Completed
Suzie		Follow-up with Howerton & White to determine how soon we can use the website	By next leadership team meeting Completed
Scott & Robert		Continue partnership with state website <ul style="list-style-type: none"> ○ Data format - within 1 month ○ Information packets for Sedg. Co. – 1 ½ months Contacted state website folks. Surveyed and compiled	2/15

		GIS info. Are working on prototype for GIS data and looking to establish one format among several partners; this may take extra time. If we do go with this format, H & W could adapt the translated GIS info. to Google maps in the future. Could also provide data in current format to state for them to convert on their timeline.	
Scott & Robert	Irene	Follow-up on info.-sharing partnership opportunities with quad county	Hold until after beta testing with a few Sedg. Co. municipalities
Scott		Include summary handout info. on website – follow-up w/ Howerton & White	Upon receipt of summary handout from Diane/Suzie
Karen		Research possible funding opportunities identified above Discovered about 10 opportunities/sponsors (searched software design, etc. and not health-related). Downloaded all grant applications. There is a 501c3 through the Chamber. Also add: <ul style="list-style-type: none"> • Sunflower Foundation • United Health Ministry Fund • Dane G Hansen Foundation • Coleman Foundation • Backwoods Company • EDI/EDA earmarks through Brownback and Tiahrt 	1 st week of Feb.
Karen	Mickey	Begin developing grant applications. Consult with H & W to determine website next steps. Will forward to Janet and Suzie for final reviews before submission. Seeking non-profit umbrella org. to apply for grants under (e.g., Chamber Ed Foundation, Greenway Alliance). Currently have 19 probable grant applications. Send drafted grant apps. to Scott, Irene and Suzie for review before submission of grants.	Ongoing
Suzie		Forward Knight Foundation grant application to Karen	ASAP
All		Submit additional grant opportunities ideas to Karen	Ongoing
Alliance Marketing Messages			
Who	Who Else	What	By When
Suzie & Sommer		Meet to develop draft plans for marketing messages and communication connections related to before, during and after alliance community launch meeting Discussion lead to development of summary document. Discussed refocusing marketing what we're doing so that it makes sense to the community at large and cohesiveness. Identified next steps (summary handout) that will lead to a marketing message	Before 2/28 Completed
ARCAP			
Who	Who Else	What	By When

Janet		follow-up and provide talking points and email to leadership team regarding ARCAP issue	3/10
All		Distribute talking points and email from Janet through networks to encourage advocacy for ARCAP plan, which would include attendance at upcoming DAB meetings (in April), contacting elected officials, Alliances, etc.	Upon receipt of email from Janet
Other Past Agreements			
Who	Who Else	What	By When
Sommer		Find out results of WSU survey for YPW and provide update at next leadership team meeting	By next leadership team meeting
Diane		Send email requesting achievements/accomplishments of network groups related to recreation to leadership team	3/3 Completed
All		Submit achievements/accomplishments of network groups related to recreation to Diane	Upon receipt of email from Diane and before next leadership team meeting Completed? See notes above
Diane	Suzie	Email link to Kansans for Great Lake to leadership team	3/3 Completed
Elizabeth		Follow-up on Safe Routes to School Program	Before next leadership team meeting
Christy		Reserve meeting room for next Leadership Team meeting	ASAP Completed
<u>Current Leadership Team Meetings Agreements</u>			
Website			
Who	Who Else	What	By When
Nicole & Ken		Develop a costed-out budget for website development components, maintenance annually and advertising costs based upon info. in Knight Foundation Grant	Before 4/14
Sommer		Get input ideas for URL and tagline from YPW in the next couple of weeks before next leadership team meeting	Before next leadership team meeting on 4/15
Other Current Agreements			
Who	Who Else	What	By When
Diane		Provide Richard Schodorf's email info. to Leadership Team	
Christy		Reserve meeting room for next Leadership Team meeting	ASAP

Leadership Team: 4/15; 1:30 – 3:30 p.m., CCSR (358 N. Main)

Strategic Alliance: On hold for now

Next Leadership Meeting Agenda Items:

1. Review past meeting agreements
2. Other Updates
 - PROs Plan (Scott)
 - ARCAP (Scott & Others)
 - Recreation Networks Achievements/Accomplishments
3. Website Next Steps
 - Establish URL
 - Input ideas from YPW (Sommer)
 - Revise tagline
 - Input ideas from YPW (Sommer)
 - Funding updates (Karen)

As May Arise