

Meeting Agenda & Notes

Regional Comprehensive Recreation Plan Leadership Team Planning Meeting

Date: February 28, 2008

Meeting Agenda

Attendees: Sommer Miller, Ron Holt, Jan Keathley, Karen Walker, Janet Miller, Elizabeth Bishop, Scott Wadle, Mickey Lark

1. **Review Past Meeting Agreements** – Past meeting agreements and related updates are noted below.
2. **Updates** – See notes below in “Past Meeting Agreements”
 - **Projects**
 - **Marketing/Communication**
 - **Funding Opportunities**

3. **Next Steps to Alliance Community Launch**

- **Review summary handout from Sommer** – Developed after marketing messages meeting between Sommer and Suzie. Handout summarizes what’s stood out amongst what’s been accomplished thus far.
 - Where are we at in achieving: definition, future vision, public benefits. What’s been accomplished and what do we need the public’s assistance with further.
 - Focus, importantly, has been on website, but what else needs to be in place before involve public?
 - Once we have clarity, marketing messages will follow.
 - ARCAP is opportunity to test building advocacy through networks vs. bringing to the general public.
 - Framing message around 2 – 3 common issues (health benefits, economic development, etc.)
 - Economic development – add: 1) retaining young professionals; and 2) workforce retention

Next steps:

- Reaching out/advocacy to key groups through networks, beginning with ARCAP issue
 - Need to develop talking points – in process. Janet will follow-up and provide talking points and email to leadership team.
 - Start with alliances and YPW
 - Email and calling networks – show up at all DAB meetings, provide talking points to present at meetings
 - Someone talk to county commissioners and city council?

1/10 Related Mtg. Notes

- Need to consider marketing aspect (including technology) both prior to and after alliance meetings – Suzie & Sommer will meet to develop plan and provide update at next Leadership Team meeting.

4. **Next Meetings**

- **Leadership Team** – 3/27, 1:30 – 3:00 p.m., CCSR
- **Alliance** – One hold for now (from 1/10 meeting)

5. **As May Arise** –

- Suggested Reading: *Last Child in the Woods* – by Richard Louv
- PROS Plan Survey Question – Benefits of PROS most important: 1) providing opps. to enjoy nature and outdoors; 2) improving health & wellness; 3) youth opps.; and 4) protecting natural environment. Near bottom was economic development.
- Built Environment & Trails Summit – Want to come to Wichita this year (10/6 & 7 at Hyatt). KRPA, KDOT, KHDE are all partners KHF has offered to underwrite summit. Hoping for more than 180

attendees, but want to open up so that others can attend keynote speech. By October, this could somehow fit into our Alliance's work.

- Health & Wellness Coalition (and other partners) – Applied for and successfully obtained CDC grant. Received community health assessment instrument. Initial assessments of certain sectors, with more expansive assessments thereafter. Looking at tying assessments results to quality of life, health, recreation, economic development, etc.
- Sports & Fitness Participation Report – Information on trends in participation in sports, groups to target messages to. Scott will provide info. on top participation sports from PROS plan during upcoming presentation.

Past Leadership Team Meetings Agreements

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
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 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.	2/15
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 Tihart 	1 st week of Feb.
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
Scott & Robert	Irene	Follow-up on info.-sharing partnership opportunities with quad county	Hold until after beta testing with a few Sedg. Co. municipalities
Christy		Reserve meeting room for next Leadership Team meeting	ASAP Completed

Current Leadership Team Meetings Agreements

Who	Who Else	What	By When
Suzie		Follow-up with Howerton & White to determine how soon we can use the website	By next leadership team meeting
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.	Ongoing
Suzie		Forward Knight Foundation grant application to Karen	ASAP
All		Submit additional grant opportunities ideas to Karen	Ongoing
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
All		Submit achievements/accomplishments of network groups related to recreation to Diane	Upon receipt of email from Diane and before next leadership team meeting
Scott		Include summary handout info. on website – follow-up w/ Howerton & White	Upon receipt of summary handout from Diane/Suzie
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
Diane	Suzie	Email link to Kansans for Great Lake to leadership team	3/3
Elizabeth		Follow-up on Safe Routes to School Program	Before next leadership team meeting
Christy		Reserve meeting room for next Leadership Team meeting	ASAP
Scott & Robert	Irene	Follow-up on info.-sharing partnership opportunities with quad county	Hold until after beta testing with a few Sedg. Co. municipalities

Leadership Team: 3/28, 1:30 – 3:00 p.m., CCSR

Strategic Alliance: On hold for now (from 1/10 meeting)

Next Leadership Meeting Agenda Items:

1. Review past meeting agreements
2. Update on PROs Plan (Scott)
3. Website Presentation (Howerton & White)