



VISIONEERING
WICHITA

**Visioneering Wichita
Comprehensive Recreation Plan
Leadership Team Notes
April 24, 2009**

Attendees: Nicole Howerton, Ken White, Sommer Keplar, Janet Miller, Scott Wadle, Irene Hart, Larry Foos, Karen Walker

GoPlayKansas Update

- Alliance reviewed progress of the GoPlayKansas website
- Twitter and Facebook accounts active
- Timeline
 - Currently working on maps & search
 - Over the summer add photos
 - Soft launch in June – hope to have a working model with Sedgwick Co. data
 - Social media side of web site not yet funded
- What is needed from the leadership team
 - Park overview – marketing descriptions, contact information – Scott Wadle volunteered to work on this
 - Opportunity section of the website
 - Need to decide what we want to do with this section
 - Categories are: feedback, volunteer, employment, internships, programs, business, partnerships – perhaps start with just a couple & build out more
 - Brain storm ideas for sponsorships – Nicole willing to talk to others about sponsorships
- Next Steps
 - Recreation Alliance to meet 1st or 2nd week in June to view next Beta version of the website – what’s working, what’s next
 - Need to consider sponsorships
 - Need to find funding opportunities for Phase II
 - Park descriptions
 - Alliance section of the website

Visioneering Update

- Suzie provided an update of the 3R initiative
<http://www.visioneeringwichita.com/newsletter/Review,%20Revise%20and%20Refocus%20Findings.pdf>
- CCSR will no longer provide facilitation. Meeting facilitation will become the responsibility of the leadership team. Suzie & Diane will continue to provide administrative support to the alliances
- Channel 7 will have 30 minute programs on the Visioneering Alliances. Dates have not yet been set but this alliance will have an opportunity to feature GoPlayKansas.

Recreation Strategy Revision

- The alliance discussed possible revisions to the recreation strategy. Members will e-mail considerations to Suzie and Diane who will incorporate and present to the Visioneering Steering Committee in May. Utilize Irene's version (below) and develop strategy to include the following:
 - Add community ownership/stewardship
 - Add level of service
 - Add maintenance
 - Add use of master plan to recruit and retain high level workforce

Suggestion from Irene Hart: Develop a regional recreation master plan addressing recreational interests of all income and age groups. Recreational opportunities should promote physical, mental, and social well-being for area residents. Additionally, consideration should be given to encouraging access to recreational opportunities by visitors and tourists, and to becoming a destination for individual and organized activities.

Next Meeting

- Meet in June, 2009 to review the GoPlayKansas website