



Visioneering Wichita
Regional Comprehensive Recreation Plan
Preliminary Strategic Alliance Meeting
December 4, 2006
Meeting Notes

Attendees: Brian Bascue, Irene Hart, Janet Miller, Joe Dermid, Judy Morris, Karen Walker, Scott Wadle, Sharon Fearey, Sommer Miller, Tim Johnson, Elizabeth Bishop, Harland Priddle, JJ Allen, Cy Rickert, Neal Owings, Paul Wilson

Leadership Team: Jennifer Rose, Sommer Miller, Robert Mendoza, Scott Wadle, Glen Dey, Karen Walker, Janet Miller, Andy Solter, Ron Holt, Whitney Vliet Ward, Irene Hart, Allison Hamm, Larry Ross, Timothy Johnson and Elizabeth Bishop

Next Regional Comprehensive Recreation Plan Strategic Alliance Meeting: March 1st, 9:00 a.m., Self-Help Network, 358 N. Main.

Minutes from the September 8, 2006 Regional Comprehensive Recreation Plan Preliminary Strategic Alliance meeting were accepted and approved.

I. Purposes of the Meeting

- Discuss recreation website concept (via overview diagram) and demonstrate website possibilities using other example websites in order to engage submission of info. for website
- Gain input and provide opportunity to participate in workgroup to develop beta version of website

II. Recreation Website Concept & Discussion

At the September Alliance meeting, one of the identified next steps was the development of a web-based clearinghouse of regional recreation information. At the December Alliance meeting, Visioneering Wichita website developers Nicole Howerton and Ken White from Howerton & White and Leadership Team Representative Scott Wadle presented a recreation website concept that could be used by regional municipalities, interest groups and the general public to access current regional recreation amenities and future plans, based upon a follow-up planning meeting of the Alliance Leadership Team.

Next, Strategic Alliance members discussed several structural and general ideas for the website, as well as guiding principles. The details of the discussion included:

Guiding Principles for Website

- Public and private sector recreation activities important to include
- How to administrate private sector activities is a question to keep in mind (guidelines/management)
- No restrictions on content but balance with funding and sustainable needs (maybe several tiers of info. Set up for private sector activities.
- A one stop shop
- Include calendar activities
- Clarity on who owns/hosts website (REAP-sponsored?)
- 1 Goal: attract and retain young professionals/people in region
- 1 Goal: retain older adults in region (i.e., active retirees)
- Website will be a community of opportunity
- Opportunity for regional parks and recreation providers

Input Ideas (on Website Structure)

- Search
 - Have key word search function (will have simple and advanced search features)

- Calendar
 - Helpful to see all of the opportunities
- Opportunities
 - N/A
- Quick Links
 - Add links to local communities' plans for planners – search by community rather than zip codes or in other designated area on website
- Profiles/Headlines
 - Clubs highlighted here but also search for under quick links
- Quick links
 - Possibly add Recreation Alliances' recreation plan information

Input Ideas (on Website in General)

- Provide links to parks and wildlife
- Equine interests
- Connect/line with visitor center touch screen's
- KS Wildlife parks is compiling trails
- Good way to promote to people coming to area
- Include not only sports, but also activities such as fishing
- Be sensitive to not usurping others' efforts, partner where there is interest
- Be careful not to compromise usability by being too technical
- What do we do with private parks?
 - Getting their permission to post?
 - Do they pay?
- How much control do users have on adding data and info and how do they do it?
- Consider generating revenue from private recreation entities who want to be listed on the site
- Develop a mission statement for the website
- How do we deal with events that are recreational but also doing public fundraising?
- Don't make so technical that it is not easy to use
- Advertising issues/concerns
 - Will depend on funding
 - What is not wanted: pop-ups
 - Make part of tangential information
 - Make advertising non-intrusive but useful
 - Want it to be managed by us
 - Begin by mapping out the public facilities
 - Have sign-up/authorization process for other groups/organizations to pose information on website
- Possibility of creating demand/competition to host website
- Use the economic data provided by Charlier to justify and fund this website
- Website should appeal to all ages, not just young people, remember active seniors
- Consider how site might also promote and include walkable/alternative transportation (biking)
- Consider using 21st Century Knight Foundation money to fund
- Capitalize on the high number of people in region who are on-line users
- Capitalize on synergy created by bringing various recreation groups together
- We're not trying to take over or replace other individual recreational groups; we aim to enrich!
- How to incorporate municipality's future plans?
- Make information available through various paths so it's easy to find
- Make sure site is usable by not only consumers, but also by planners, parks and recreation professionals, advocates, etc.
- Site could encourage more communities to inventory park and recreation sources
- Make sure we have "the case for parks and recreation resources" on site somewhere
- Emphasize high quality of life (e.g., Nashville)

III. Next Steps

Next steps coming out of the website discussion included the development of a blog for meeting participants to provide further input on ideas for the website and to capture contact information. The blog will be developed once an Alliance webpage on the Visioneering Wichita website can be developed. Participants were also invited to join the website design workgroup and the leadership team. The purpose of the leadership team is to help plan Strategic Alliance meetings and direct the overall process of the Strategic Alliance.

The next Regional Comprehensive Recreation Plan Preliminary Strategic Alliance meeting will be held on March 1st, 2007 from 9:00 a.m. to 10:30 a.m. at the Self-Help Network located at 358 N. Main. The purposes of the next meeting will be to: 1) Provide an update on recent planning and meetings held (the City of Wichita PROS Planning, WAMPOS and ARCAP); 2) Provide an update on the Speakers' Series; 3) Provide an update on Knight Foundation Grant Opportunity; and 4) Provide update and next steps for a web-based information clearinghouse.