



**Visioneering Wichita
Regional Comprehensive Recreation Plan
Preliminary Strategic Alliance Meeting
May 15, 2006
Meeting Notes**

Attendees: Carmen Hytche, Doug Scott, Jennifer Rose, David Thorne, Sommer Miller, Kathy Sexton, Robert Mendoza, Frank Seitz, Teketa Harding, Christopher Lafferty, Ahmed Mohamed, Dave Barber, Scott Wadle, Glen Dey, Doug Kuper, Karen Walker, Brian Bascue, Janet Miller, Andy Solter, Rob Harmon, Georgie Root, Larry Ross, Ron Holt, Whitney Vliet Ward, Irene Hart, Sharon Fearey, Deann Smith and John Schlegel

Leadership Team: Jennifer Rose, Sommer Miller, Robert Mendoza, Scott Wadle, Glen Dey, Karen Walker, Janet Miller, Andy Solter, Ron Holt, Whitney Vliet Ward and Irene Hart

Next Regional Comprehensive Recreation Plan Meeting: June 6th, 8:00 a.m., Self-Help Network, 358 N. Main, Kansas Meeting Room

I. Purposes of the Meeting

- Provide the reason for the need for a regional comprehensive recreation plan
- Develop a preferred future vision
- Determine next steps
 - Identify “who else?” to participate
 - Invitation to join the leadership team
 - Announce next meeting date and purposes

II. The Need for a Regional Comprehensive Recreation Plan

Suzie Ahlstrand of the Wichita Metro Chamber of Commerce provided an overview of Visioneering Wichita, a 20-year plan for the future of the Wichita MSA that was developed through a citizen input process. One of the key strategies identified in the Visioneering Wichita document is the development of a regional, comprehensive recreation plan, which is connected to the retention of young people in the region and the economic cost of losing them. Related information was presented on how the regional, comprehensive recreation plan strategy is connected to key benchmarks of arts and recreation and job growth, as well as to the quality of life vision that by 2024 the Wichita MSA will be a healthy, safe community that has a vibrant recreation, entertainment and arts focus that embraces diversity and builds pride. Suzie also provided information on the role of strategic alliances as an opportunity for groups of people to work collectively to identify natural partnership opportunities to achieve common goals.

III. Preferred Future Vision

Next, participants discussed what the outcomes would be in 10 years if a regional comprehensive plan was established, what the current barriers are and how to work together to overcome the barriers in order to achieve the outcomes identified. The discussion ideas are listed below:

10 Year Outcomes

- Be a destination location for recreation activities.
- Regularly measure and have made progress towards our clearly-defined measures of recreation.

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- Have a means/structure where regional recreation decision-making authorities can work together.
- Think regionally and capitalize on collective opportunities.
- Determine what comparison cities are doing to identify our opportunities to grow/expand.
- Capitalize on natural resources regionally in scope.
- Be a place where people retire.
- Increase education and awareness.
- Have a number of acres set aside for the future clearly defined (for future growth).
- Safety is emphasized.
- Will have enlarged the concept of what recreation is (lower healthcare, booming economy, less crime, etc) among decision-makers.
- Recognize/identify recreation trends across U.S.
- Benchmark: Increased support for education and funding—track capital expenditures on recreation.
- Have a variety of professional sports with sold out attendance while at the same time be a mecca for youth sporting tournaments/amateur sports.
- Have options that satisfy a large section of the regional population.
- Include the concept of a “Great Place” and have a number of such places.
- Open for specialty activities (e.g., Scuba), with a mechanism for identifying them and a way to market those activities
- Have a 1-stop information source on recreation options for whatever “my day” brings
- Increase satisfaction with recreation opportunities.
- Figure out where we are now and what all have now and then ask what citizens want.
- Achieve an economy of scale.
- Coordination is common.
- Influence at state level.
- Regional sharing of information and marketing.
- Add education to our parks and recreation.
- Decision makers no longer see parks and recreation as a “necessary evil,” by rather as a priority.
- People first identify the community as a place they want to live and secondly to find a job.
- Lifestyle change, especially for families—get people outdoors.
- No longer have to assume what “people” want, as we need to ask and ask again.
- Transparency.

Current Barriers

- Getting participation.
- Not seeing our natural beauty/opportunities.
- Communication.
- Geographically-limited funding.
- Greed.
- Disconnections.
- Lack of sustainability vision.
- Lack of aggressive approach to achieving and demonstrating long-term progress.
- Inertia.
- Public perception.
- Image.
- Leadership.
- Political philosophy.

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- Breaking past traditional views of recreation (not narrow).
- Must make a profit to have but at the same time there is nothing wrong with making a profit.
- Land and staying ahead of development.
- Clean and cheap water.
- Not having land near water available.
- Lack of planning.
- Quantifiable knowledge from public.
- Inferiority complex.

How to Work Together to Overcome Current Barriers & Achieve 10 Year Outcomes

- Plan together.
- Share plans with each other.
- Map our resources and assets.
- Common destiny and purpose—break down barriers and boundaries.
- Stop competitive thinking.
- Bring/involve unusual suspects to obtain innovative thinking.
- Involve industry and private sector in their vested interests.
- Create buzz—talk about the good things happening.
- Identify other stakeholders.

IV. Next Steps

Participants discussed next steps and preliminarily identified additional stakeholders to invite to the full strategic alliance meetings once local governments have had a chance to first gain an understanding of each others' future recreation plans and planning processes. Additional stakeholder groups identified for participation in the full strategic alliance included:

- Neighborhood Associations
- Urban Professionals of Wichita
- Sports Commission
- YMCA
- Corps of Engineering
- School Districts
- Boys and Girls Clubs
- All city Park Boards and Recreation Boards in the region.
- Kansas Wildlife and Parks
- KDOT
- Legislative groups
- Tourism
- Greenway Alliance
- Local and area planners—smaller cities

In addition, participants were invited to participate on 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. Participants at the meeting interested in participating on the leadership team were identified and are listed above.

The next Regional Comprehensive Recreation Plan Preliminary Strategic Alliance meeting will be held on June 6, 2006 from 8:00 a.m. to 10:00 a.m. at The Self-Help Network, 358 N. Main, in the Kansas Meeting Room. The purposes of the next meeting will be to: 1) develop a definition of "recreation"; 2) review the City of Wichita's process to develop future recreation plan; and 3) determine next steps, including identifying any partnership opportunities and additional stakeholders to participate at the next meeting.