

Recreation Advisory Board
Meeting Minutes
September 17, 2014

Members Present:

Loren Anthony, Chairman
Miles Harvey
Doug Bell
Kevin Jacobs
Reg Wiebe
Susie Carson
Anthony Heilman

Members Absent:

Kenny Eaton
Russ McCaig

Staff Present:

Kevin Wishart
Don Argo
Molly Denton

Others:

Bill Young
Carisa McMullen (Landworks Studio)
Kelly VanElders (Landworks Studio)
Dave Knopick

Chairman Loren Anthony called the meeting to order at 5:30 p.m.

The Minutes of the August 27, 2014 were review and unanimously approved.

Kevin Wishart introduced the guests from Landworks Studio. Carisa McMullen and Kelly VanElders discussed the scope and schedule of the Park Master Project. The Landworks Studio team worked all day surveying the parks and gathering information. They observed that most El Dorado parks are well received and most parks are in good condition, however there is room for improvement.

Stakeholders received a survey and should complete. There will be a separate survey for citizens of the community. This will be emailed to the citizens and a hardcopy will also be available. We will need to campaign to get the public informed about this park plan. The Recreation staff plans to speak to the public at the Walnut River Festival, BCC and HS football games and Rec program games. An email list of citizens will need to be compiled for Landworks Studio to email the survey out.

Reviewed the scope of the project. First, we will need to gather data and survey the community. The more participation in the public survey will give Landworks Studios better results. Then, we will develop a needs assessment, engage the public and create an action plan. Around February of 2015 we will be in the final development stage and will have a 10 year plan in place and begin promoting it to the public. The goal is to be done planning by the first week in March. Dave will work with Landworks Studio on scheduling public events. We will need to be sensitive to the City's current comprehensive plan and will need to work on meshing the content together.

Landworks Studio presented three looks for the logo of this campaign. The basis of the logo or slogan is to get the citizens involved, or "connected" with the plan. Connect 2025 - "A legacy for El Dorado's Parks". Everyone voted by placing a sticker on which logo they liked best. The decision came down to two. A simple blue logo, which many found to be too campaign like. The other, more modern with a dialog box and the outline of two people. The winner was the second logo but it was requested that the background color be changed.

Other questions/concerns that were brought up: Summit Park has hazards on the surface and for this to be a handicap accessible park; changes will need to be made. Other parks have old swings and wood playground equipment, so we'll need to make changes to think long term. The equipment at the pool is a major concern and will need to be updated. Discussion on a future Aquatic Facility had many people in agreement that it would be a good idea. Central Park has a lot of issues including parking, the stadium and the logistics. However, the large stadium feel of MacDonald Stadium brings a good feeling to the community.

Marketing this Park Master Plan will need to use many resources. Social Media through the Chamber, CVB and Recreation Department will be essential. There will also be a website link that will be beneficial for the public to see what's happening: www.connect2025.com. Other outlets will be through the library, restaurants, YMCA and local clubs such as the Rotary or Lions. Should we offer an incentive for people to complete the survey? We will need to appeal to the older demographic; suggestion to put information in church newsletters. Also, displaying information on Channel 7 (free) and the in the Butler County Times Gazette and Shoppers Guide.

Who else should receive a stakeholder survey? i.e. Tree Board Members
We need to look at the results from stakeholders vs. community and take note on any big differences. Key people to survey would be the coach's (volunteers). Need to add a question on the citizen survey to see if they are a coach in a Rec Program.

Meeting dismissed at 6:50 p.m.