Wayzata Parks and Trails Board- Brochure and Web Workshop
MEETING MINUTES
Wednesday, March 19th, 2014

Meeting was called to order at 6:06 pm by Chair, Dan Baasen, at Wayzata City Hall on March 19, 2014.

Present: Dan Baasen as Chair, Merrily Borg Babcock, Holly Evans, Joanie Cunningham, Sarah Randolph, David Dudinsky (staff) and Bridget Anderson (Council Member).
Absent: None, 100% Attendance

Minutes of the March meeting were approved as written by motion of Borg Babcock, seconded by Cunningham and unanimous vote of board.

*Note to clarify meeting minute's process: Draft minutes should be sent to all board members and Dave. Once approved in the board meeting, the approved/final minutes (with amendments) will be sent to Becky (via Dave) for official public posting as the minutes of record.

Agenda for March 19, 2014 meeting approved as amended. Motion by Randolph and seconded by Evans. Unanimous approved by board.

OLD BUSINESS

1. Park Amenities Update- Dave Dudinsky
    A. Locations, programs, age appropriate attractions.
    B. Suggested changes.

- The board reviewed the Park Amenities inventory spreadsheet that Dave sent out. It was compared to the amenities layout in the draft brochure.
- Dudinsky clarified the draft brochure is the look the board should be focused on. And the spreadsheet is the "mechanical" information that would be included in the brochure once approved.
- Babcock had a preference to the inventory spreadsheet rather than the look of the brochure.
- Once approved, the amenities will be part of both the brochure and website.
- Evans to send out working document/inventory spreadsheet for everyone to extend their opinions regarding the "Amenity/Location". Responses needed by no later than April 9th.
    - Compiled feedback/requirements will be provided to Dave and his team can review and add any ordinances and times that are needed.

- Subcommittee to meet before next board meeting to compile all feedback and requirements. Then send out to all board members in advance of next meeting.
  - Board will have opportunity for final review and makes amendments at next board meeting.
  - Goal is to have brochure published in May.

2. Brochure Discussion

A. Update from Brochure Subcommittee

- Baasen, Babcock and Evans met to come up with key components that are needed in the brochure:
  - Overall map and amenities.
  - Points of contact- Map web and brochure together.
  - Mission Statement. Branding.
  - Photos- Merrily has gathered photos of the city that are available.
  - Synopsis on the parks.
  - Keep things clean and simple.
  - Trail connectors and docks and transient slips available.
  - Could be 11X7 size; minimize real estate of the map.
    - Use arrows for items that don't fit on the page so they are noted.

B. Board Member Input

- A discussion was held among attendees regarding the initial Wayzata Parks & Trails brochure design. The board reviewed the design sample that was provided by Tara Jenkins.
- Feedback centered on:
  - Consensus was members liked the images/icons on the amenities page as its quick and easy to see what's available.
  - Didn't want brochure too small as the Wayzata demographic is older. The amenities page should be easy enough to read by varying ages.
  - Line up amenities icons with overall map for ease of reading. Enhance legend on map.
  - Trails information should be added (miles, destinations, linkage to other trails).
  - Overall water coloring seemed too dark. Room for improvement.
  - Comments on colors and to align with Wayzata colors.
  - Copy goes over fold, should be lined up within fold.
  - Icons should be alpha sorted.
  - Remove Sidewalks from map.
  - Addition of missing public docks (near Sunsets).
  - Continuity desire between new website design and brochure.

- Other sections to be included (i.e. basic city information, history piece, P&T Mission statement).
- Considerations of brochure demographics to ensure visuals are easy to read and comprehend.
- Little Beach needs to be included.
- Wayzata Depot has amenities that need to be included.
- Wayzata Yacht Club is not a facility, but there is a public access.
- Need information where dogs are allowed on leash or off leash.
- Overlook (by library) information should be provided.
- Bathrooms need to be clear. Great Lawn will also have a public bathroom.
- Consider putting Dog Park in as this is a planned amenity.
- Add a key to include: Planned amenities

Council Member Anderson reminded the board to keep in mind that this design will also be on the website and possibly other social media outlets, like IPads. The icons could be interactive and also placed on signs in the parks. She also stressed this is a good opportunity for P&T Board branding.
Last recommendations by Anderson were to ask a couple of people that aren't familiar with Wayzata, like a "Mini Usability Lab", to review the look of the brochure and provide feedback on any gaps. Also could send a glossy postcard out or something along with the monthly newsletter to residents to get folks excited about the brochure. A 3rd party pre-sort vendor could be used in order to make sure apartments get the brochure. Water proof distribution boxes should be available.

3. Website Subcommittee Update
A. Questionnaire Review
- Website RFP pushed back a few months.
- Valetino with the communication board plans to meet with board and commissions to gather requirements. TBD when this will take place.
- Baasen expressed that our goal is to be "ahead of the game."
- Subcommittee will continue to gather wants, needs and high level functionality. And then priority must-haves and nice-to-haves.
    - Need to consider the package chosen will have out of the box functionality that may cover some of the requirements immediately. Need to understand that before can really drill down on priority list.
- Those with outstanding feedback were asked to submit to Website Subcommittee prior to next meeting. Will collect feedback and compile into master document for group discussion during future meeting.

- o Randolph added she would like to see events on the website.
- o Board stressed the need for search engine optimization.

B. Communications Director Status:
- ▪ This is a Communications Specialist position.
- ▪ The position has been filled and the person will be starting in the near future.

C. Next Steps:
- ▪ The new person will need ramp up time to learn the foundation of their work and obtain web software for the redesign.
- ▪ Baasen encouraged the ramp up to move swiftly in order to keep momentum going.

NEW BUSINESS

1. Approved Project Review

A. Identify Potential Projects for 2014 advancement

- P&T Board allocated 200K
    - o Now to look at 2014 approved projects and staff and prioritize. This is a dynamic process as to need compare with Lake Affect work and construction projects.
    - o P&T Board needs to provide prioritization of approved projects and P&T Chairperson would communicate those to City Manager to collaborate with City Council to confirm on moving forward with approved projects.
    - o Baasen stated the need to understand how the board can be beneficial in 2014 and how to set priorities to get projects launched and realized.
        - ▪ *Next Step:* Board should review list of 2014 approved projects and each member to add to it if they wish. Then board to come up with the P&T Top 5. Next meeting, will re-prioritize for 2014 and consider what's left over from last year and if they should be included.
            - Looking for Dudinsky to provide feedback on what 2014 approved items will be completed this year.

2. 2014 Strategic Initiatives, Goals, and Priorities

- o By end of 2013: Created a mission statement, allocated dollars to board for 2014, went through a prioritization cycle.

- ▪ Success Criteria (what it looks like): Tangible Projects
- ▪ Brochure and website

  Achieved: To actually "sit on it"
    - ▪ Visual/Completed
- Process/Protocol to generate revenue
    - o Rent Parks and courts
    - o Grant Generation

- P&T Board Outreach with Community
- Private contribution conduit
- Park Signage

ADDITIONAL AGENDA ITEMS:

1. Summary of the East Entrance Charrette:
   Babcock summarized by saying there were a lot of ideas were brought forward and Michael Schroeder noted them all and will present a couple option overlays to the second council meeting in April.

- There were 5 aerials discussed during the charrette. It's setting the tone for what could happen for Wayzata and encompass the value statement for the lakefront. Discussions included all the way to Bushaway, the roundabout, open water/storm water pond, and a possible observation area, as well as possible historical & nautical elements.
- Michael Schroeder will provide the copies of what was presented during the charrette to the P&T board.

2. Beach House Food Vendor Project:

- Working on the draft contracts. Terms are being negotiated.
- Goal is to open Summer 2014.
- Looking for McCormick's to provide scaled plans.
- Noteworthy: McCormick's has sketches posted inside to see how the expansion is going to look.

3. Great River Greening grant awarded for clean-up by Section Foreman's house:
   - 19K granted to restore shoreline, take out invasive species and bring in native plants.
   - This plan will be presented at the next P&T board meeting in April.
4. Plymouth has invited Wayzata residents come to a tree planting seminar March 27 as part of the Plymouth tree purchasing program (Wayzata residents can participate).
5. Public meeting on Emerald Ash Borer is Sat., April 26.
6. Big Woods Tree Tapping was approved.

Motion to close meeting by Cunningham, seconded by Borg Babcock.
Motion unanimously approved.
Meeting adjourned at 8:25PM

Respectfully submitted by: Joanie Cunningham