



Wayzata Parks & Trails Board

MEETING MINUTES

March 6, 2014

Meeting was called to order at 5:40 pm by Chair, Dan Baasen, at Wayzata City Hall on March 6, 2014.

Present: Dan Baasen as Chair, Merrily Borg Babcock, Holly Evans, Heidi Nelson (staff), David Dudinsky (staff), Bridget Anderson (Council Member) and Tara Jenkins (Design Consultant)

Absent: Joanie Cunningham and Sarah Randolph

Minutes of the January meeting were approved as amended by motion of Borg Babcock, seconded by Evans and unanimous vote of board.

*Note to clarify inclusion of TIF fund to Wayfinding Signage Parks & Trails Improvement Fund. Strike Website Subcommittee Report comment "in a meeting with Samantha" as subcommittee did not meet with her, rather it was just a discussion between Borg Babcock and Cunningham.

Agenda for March 6, 2014 meeting approved as written. Motion by Evans, seconded by Borg Babcock and unanimous vote of board.

Board welcomed Design Consultant, Tara Jenkins who was hired by the City to develop a Parks and Trails Brochure. Tara shared some of her previous design projects, notably Plymouth's Parks & Trails brochure.

Old Business:

1) A discussion was held among attendees regarding the initial Wayzata Parks & Trails brochure design. A design sample was provided by guest, Tara Jenkins. Nelson described the purpose of the discussion as "something to react to."

Feedback centered on:

- Overall map coloring
- Greater map contrasting to ensure clarity (i.e. Sidewalks vs. Boardwalks)
- Addition of missing public docks (near Sunsets)

- Continuity desire between new website design and brochure
- Other sections to be included (i.e. volunteer opportunists, history piece)
- Consideration of brochure demographics to ensure visuals are easy to read and comprehend

Council Member Anderson expressed the importance of a consistent brand as well as challenged the Board to see past the need to make it big. Smaller, more concise could also help with print savings. She saw this as an additional opportunity to get the word out about what the City has to offer. Council Member Anderson also expressed that this brochure has an opportunity to provide residents a “first impression impact” of the Parks & Trails Board.

Nelson provided an overview of Chamber’s map goals in relation to City’s goals. Using Jenkins would provide an opportunity to share resources yet these would be two different maps with slightly different goals. Maps will be built on layers to accommodate differences.

Goal is to complete project in April. Brochure subcommittee will meet prior to next meeting to help further develop design and brochure requirements. All welcomed to join in these discussions. Those unable to attend subcommittee discussion can forward comments to Evans.

The group was pleased with the initial draft. Discussion concluded with Tara’s next steps request to the Board: Further design feedback, “must have” components as well as “nice to have” as well as completion of amenities detail. Dudinsky will be Tara’s primary contact.

2) Beach House Food Vendor Project:

Dudinsky and Nelson met on site with Tim and Michael from McCormicks along with their architect specializing in restaurant design. Measurements were taken and a sketch was shared. Discussed in Concept as to what kind of arrangement it could be.

Nelson shared that an agreement is in the works and terms are being negotiated. The City is reviewing the Minneapolis Park Board as a model on how

to structure. Capital investment will likely play a role in how the agreement is drawn up. Goal is to open Summer 2014.

3) Website Subcommittee Report:

Website RFP pushed back two months. Baasen expressed that our goal is to be “ahead of the game.” Board feedback is still needed. Those with outstanding feedback were asked to submit to Website Subcommittee prior to next meeting. Borg Babcock will collect feedback and compile into Master document for group discussion during next Meeting on March 19.

March 19 Board Meeting will be changed to a “Workshop” to discuss brochure and website.

New Business:

1) Discussion on setting goals for 2014:

Baasen recalls 2013 a year of “feeling our way”. Hope for 2014 to be our “step up spot” and asked others “what would success look like?” Borg Babcock discussed coming up with a collective focus. Evans would like to see tangible results. Council Member Anderson added that she hopes to see prioritization of project goals and issues.

Motion to close meeting by Borg Babcock, seconded by Evans.

Meeting adjourned at 7:30.

Post Adjournment Note: Merrily Borg Babcock advised to Board after the meeting that she intended to approach the City Council for approval to initiate tapping on several Maples in the Big Woods Park.

Respectfully submitted by: Holly Evans