

15 in 5 Activity Center Task Force

*Abbreviated Meeting Minutes
January 19, 2006
Ambroz Recreation Center
7:30-8:30 am*

Meeting Business

Co-Chair Alan Bernard distributed copies of the winter program schedule for the Libertyville Sports Complex near Chicago, which appears to be a possible model for comparison with regard to the task force goal of an "Activity Center." He also noted the original terminology used by the 15 in 5 Steering Committee to describe Idea #9, which includes using renewable energy sources, and stressed this must not be lost sight of in the planning process.

Much discussion ensued regarding of the complexity of the goal undertaken and the best way to communicate it the grass roots sector. Should the language be minimalist, with short, brief sentences to express the message? Or should the language be more specific, with greater detail, to ensure the message is clearly understood by "everyman" who will be goal supporters? With her program planning background, facilitator Kristi Skjerdal suggested a combination of the two, focusing current unmet needs being mindful of the audience being targeted for support.

There is a definite difference of opinion within the task force as to goal language and length, with one group favoring short, concise language so people won't get "lost" in lengthy reading, and the other desiring to insure strong public support through deep understanding with more specific wording and explanatory verbage.

Pros and cons of each were thoroughly discussed, but no consensus reached yet. Since Idea # 9 is so multi-dimensional, the group is concerned as a whole that the public be able to easily grasp the reasons to support the project. Points were made regarding the marketing aspect of the goal, and how important it will be to "sell" this to supporters and city management.

Standard Terminology

A decision was made to use a set of guidelines to give a standard definition to the steps needed to reach the goal. "Objectives" will be sub-headings of the main Goal of "To Build an Activity Center..." These will include more specific information to enhance the meaning of the goal, such as "lifelong learning programs and "health/wellness programs." "Action Steps" will describe the specific steps necessary to reach the goal, such as "contact community referrals to collaborate programs and services to be offered."

The task force reached consensus on a structure for an action plan that will help the group achieve its goals, this structure is as follows:

- Mission Statement
- Vision Statement
- Goal
- Objectives
- Action Steps

Draft Goal #1

“To build a recreation complex to replace inadequate facilities for people of all incomes, to find exciting and interesting opportunities to be physically active across the lifespan.”

Initially, the term “open-use” was included, to communicate the non-membership benefit to the recreation complex envisioned, which is seen by all as a significant selling point. It would also be an alternative option to existing community recreation services such as the YMCA and fitness clubs. However, it was decided the benefit is more appropriate as an “objective” to the goal, and might confuse the public if used within the goal definition.

The term “recreation complex” also came under question in regard to any possible connection to Vision Iowa dollars, which specifically requires that NO *recreation* facilities be allowed funding. Ambroz, Bender and Time Check facilities are in desperate need of updating and agreed by all to be primary components of Idea #9, but recognition must be made of the large number of baby boomers who will soon be potential users, as well as children and families. Innovative thinking to include new concepts in recreation activity, such as rock climbing walls, must also be kept in mind as this goal continues to be defined.

No decision as to a final draft for Goal #1 was made, and will be further discussed at the next meeting.

Members present:

Alan Bernard, Sandy Bruns, Bob Carlson, Toni Claussen, Mary Day, Tom DeBoom, Dwight Dohlman, Ron Gonder, Judy Fitzgibbons, Kim Hilby, Laura Loveless, Christine Powers, Julie Sina, Kristi Skjerdal, Jim Voss, Wade Wagner.

Next Full Task Force Meeting:

Thursday, January 26, 2006

7:30-8:30 am

Ambroz Recreation Center