

## **15 in 5 Activity Center Task Force**

*Meeting Minutes  
January 26, 2006  
Ambroz Recreation Center  
7:30-8:30 am*

### **Meeting Business**

#### **Planning Focus**

At the start of the meeting, facilitator Kristi Skjerdal reviewed the difficulties encountered by the group in the last meeting and proposed a way for the group to get “unstuck.” She redirected the group focus from the tedious, but critical, goal/objective definitions, to considering the action steps necessary to attain the goals. She concluded some of the group had a strong “doer” personality and may be getting impatient to take action, rather than getting bogged down in the terminology and semantics challenges of defining the goals and objectives.

She therefore asked the group to consider the necessary action steps that will be required to work toward goal success, postponing development of the goal final language and form in favor of getting the group re-energized with action items to chew on.

Index cards were given to each task force member, to propose action steps for each individual goal, as well as the steps central to all four goals with idea #9. Members wrote down their ideas to move the goals forward, although time did not allow for much discussion and will be continued at the next meeting. One point came out rather clearly and was accepted by the full task force as a necessary, though disappointing, reality of this complex mission; that it will likely be necessary to choose one of the four goals to be completed before the others, simply due to the large scope of Idea #9.

It was strongly emphasized that none of the four goals-within-goals was more important than another, but due to the project magnitude, it will be necessary to move forward to concentrate on *one* at the outset, with the full understanding the others will be incorporated as the project reality allows. It was pointed out, with full group support, that to keep the project viable and on-track, one goal must be selected to focus on initially, to ensure the whole project can become reality and not get bogged down with resources and volunteer talent scattered and unfocused.

#### **Statement of Need/Philosophy**

Kristi Skjerdal suggested a new structure to the action plan that might streamline the language within the goals but still allow the group to bring across important concepts such as the need for replacement of inadequate facilities, the importance of recreational and leisure opportunities to quality of life, etc. The proposed structure for the action

plan is:

- 1) Vision
- 2) Mission
- 3) Philosophy/Needs Statement
- 4) Goal 1
  - Objectives
  - Action Steps
- 5) Goal 2
  - Objectives
  - Action Steps
- 6) Goal 3
  - Objectives
  - Action Steps
- 7) Goal 4
  - Objectives
  - Action Steps
- 8) Timeline for Plan (phasing of priorities).

The task force agreed to try this structure and Kristi Skjerdal said she would draft language to fit this outline for the group to work from next meeting.

### **Meeting Guests**

The Feb. 9 meeting will include a visitor from the Cedar Rapids Convention and Visitors Bureau. Mary Lee Malmberg is a sports tourism expert who will offer her ideas about the unmet needs she hears about in the community in the course of her job. In future meetings, we plan to have guest speakers from other successfully developed “activity centers” similar to the one proposed by this group, to share ideas and pitfalls they experienced in their own planning and implementation. The developer of the Libertyville, IL Sports Complex introduced by co-chair Alan Bernard is willing to come at a later date.

### **Mem**

Jean

Dohl

Skjer

### **Next**

Thurs

7:30-

Amb

#### ***Litter Box***

- *Renewable energy is a significant component of the original 15 in 5 Steering Committee*
- *A year-round Farmer’s Market is a prominent piece of the Cedar Bend/Vision Iowa project, and should be considered for the Activity Center if the Vision Iowa funding does not materialize.*
- *Bear in mind many community residents are NOT familiar with Ambroz, Bender and Time Check recreation facilities.*

Dwight  
Julie Sina, Kristi