

## **15 in 5 PLAY Task Force**

*Meeting Minutes  
February 9, 2006  
Ambroz Recreation Center  
7:30-8:30 am*

### **Meeting Business**

#### **CVB Sports Tourism Information**

Mary Lee Malmberg, Sports Tourism Director of the CR Convention and Visitors Bureau, spoke to the group about the significant need for a “Super Gym” which their research and current unmet needs identify as a serious deficit in the community.

She presented information about sporting events that the community cannot attract, due to lack of appropriate and available venue space, which bring highly significant economic and entertainment value to our entire area. Mary Lee illustrated the strong need with specific examples of events lost or not bid, due to inadequate and/or unavailable venues, even when given months of notice to solicit facilities like schools and city-owned space. She handed out pertinent information to support the group’s research for the Sports Complex objective and offered her experience and needs documentation, should the task force require it.

Her presentation to the PLAY group supported the general consensus of the need for sporting practice, play and tournament space for area residents, as well as state and regional tourism advantages. She also mentioned an interesting, and possibly pertinent societal factor for the group to bear in mind, when she said “sporting activities/dollars were one of the few areas unaffected by 9/11.”

*The handouts will be emailed to the facilitator, for future reporting use and member access.*

#### **Youth Baseball Information**

John Taylor, president of Positive Sports Training, Inc, USSSA Baseball, was invited to the meeting by Wade Wagner, as another community resource with direct experience of the lack of space for youth baseball, which has grown significantly in a short time and is forecasted to continue.

John provided input on the effects of not having a major structure for sports activities, by referring to events they are unable to attract and the large number of area families that travel frequently to other cities to support their children. Tom Saxen reinforced the illustration with his personal experience of traveling this weekend for teen competition.

John said there were over 200 youth teams in CR without space to practice, which does not include adult needs and competition venues.

John was invited by meeting scribe Toni Claussen to return for a group presentation and documentation that would reinforce the CVB assessment and contribute credible data for the PLAY Taskforce to “sell” the idea to grass-roots supporters and private investors. His guest was Joy Long, from the CR Community School Educational Service Center, who could be a resource for the educational health/wellness component as the project unfolds. John and Joy both had great interest in joining the PLAY Taskforce and will network with other like-minded business supporters who could help further the 15 in 5 goal objectives.

### Chamber/Foundation Request for Information

The Chamber and Foundation requested information from each 15 in 5 initiative regarding planning and implementation needs and sponsorship/partnership potential. The PLAY taskforce spent the remaining meeting time discussing these needs and filling out the requested form. These discussions took place in the two subcommittee groups; Senior/Community Life Center and Rec Complex/Aquatic Center/ Fields subcommittee. Myrt Bowers will send the compiled forms to the Chamber by 2/15/06.

### Members present:

Jean Bjorseth, Myrt Bowers, Sandy Bruns, Sarah Case, Toni Claussen, Tom DeBoom, Judy Fitzgibbons, Jackie Harrington, Kim Hilby, Laura Loveless, Christine Powers, Tom Saxen, Julie Sina, Kristi Skjerdal, Philip Wasta, Jim Voss.

### Next Full Task Force Meeting:

Thursday, February 23, 2006

7:30-8:30 am

Ambroz Recreation Center

Note: 2/16 meeting is canceled due to weather conditions.