

15 in 5 PLAY Task Force

*Meeting Minutes
February 23, 2006
Ambroz Recreation Center
7:30-8:30 am*

Meeting Business

PLAY Acronym Defined

The group voted on the arrangement of words to define the PLAY acronym. This will help identify the task force within the 15 in 5 ideas as well as serve as a tool for marketing taskforce goals to the public.

Group members had suggested various words for the “P”; Participating, Partnering, Planning, and Providing. “Planning” and “Partnering” received the most votes, with “Planning” winning the vote.

Other suggestions for the remaining letters included:

“...in Life Activities for You,”

“...Lifelong Activities for You”

“...for Lifelong Activity for You.”

“Lifelong Activities for You” won the vote to follow “Planning,” creating the final definition of the PLAY acronym. “*Planning Lifelong Activities for You*” or PLAY will be the official name of the task force initially referred to as “*Activity Center*” (and otherwise known as Idea #9).

Subcommittee Development

Task force members volunteered for the two subcommittees developed so far:

Senior/Community Life Development Center: Jean Bjorseth, Myrt Bowers, Sarah Case, Toni Claussen, Mary Day, Dwight Dohlman, Christine Powers, Phillip Wasta.

Rec Complex/Aquatic/Sports Fields: Alan Bernard, Tom DeBoom, Bob Carlson, Judy Fitzgibbons, Kim Hilby, Joy Long, Tom Saxen, Jim Voss.

Next week the group will break into the subcommittees at the end of the meeting to determine a temporary group facilitator/leader, choose a better name for the subcommittee if needed, and determine meeting logistics for the month of March. The subcommittees will meet according to a schedule determined by each subcommittee. The larger PLAY taskforce will meet monthly after March 2 and will serve as a “steering

committee” for the work of the subcommittees. The subcommittees charge will be to follow the action steps outlined in the PLAY taskforce master plan.

Chamber Report

Co-chairs Alan Bernard and Myrt Bowers, together with facilitator Kristi Skjerdal, submitted a response to the Chamber/Foundation request for planning and implementation needs. All fifteen of the 15 in 5 initiatives responded to this request. Discussion ensued regarding the progress of other groups and positioning the PLAY task force as aggressively as possible as we plan and move forward.

Questions regarding the scope of the actual structure(s) with regard to community support were discussed, as well as the pros and cons of a specific dollar amount the project will entail and how that will attract or repel public support. It was again emphasized that the project need not be built all at once and could be phased in at different times, as long as the entire project is presented to and signed off on by supporters. It was also agreed that funding for idea #9 will compete with many other 15 in 5 ideas and the local option sales tax funding option is likely to be considered by the majority, so there will be strong competition there and “marketing” will be key to project support.

Toni Claussen will draft the first press release issued by the PLAY Task Force, and submit to the facilitator for initial edits, then to the group for consensus. She will also coordinate the release to appropriate media avenues and public relations venues.

Task Force Action Plan

Members broke up into small groups to approve the Task Force Action Plan and offer corrections or additions. Discussion will continue at the next meeting.

Members present:

Alan Bernard, Jean Bjorseth, Myrt Bowers, Sarah Case, Toni Claussen, Tom DeBoom, Judy Fitzgibbons, Kim Hilby, Joy Long, Christine Powers, Tom Saxen, Kristi Skjerdal, Philip Wasta, Jim Voss..

Next Full Task Force Meeting:

Thursday, March 2, 2006

7:30-8:30 am

Ambroz Recreation Center