

15 IN 5 RECREATION/COMMUNITY CENTER COMPLEX COMMITTEE
PLANNING LIFELONG ACTIVITIES FOR YOU (PLAY) TASK FORCE

Meeting Minutes Feb. 8, 2007 (submitted by Ron Gonder)

Ambroz Recreation Center

7:30-8:30 A.M.

Attendance

Committee members: Myrt Bowers and Alan Bernard, co-chairpersons, Ron Gonder and Jackie Harrington, co-secretaries, Versa Lauritsen, Jim Voss, Phil Wasta, Jean Bjorseth, Kim Hilby, Brian Long, Nancy Nygren, Tom Saxen and Judy Fitzgibbons

Advisers: Dwight Dohlman, City of Cedar Rapids facilities construction director

Thanks To All

Bowers opened the meeting with a thanks to all on the PLAY Task Force for all their hard work and faithfulness to meetings over the past 18 months that the committee has been in existence since its first meeting on August 24, 2005. Bowers gave a special thanks to Dwight Dohlman, the city facilities construction director, who has been with the committee from the start for all his good advice and great help in bringing the work of the committee to where it is at this time.

City Manager Meeting

Bernard reported on a meeting he had earlier this week with the Cedar Rapids City Manager Jim Prosser to discuss the PLAY Task Force request for \$60,000 from the city to help fund a feasibility study for the recreation/community center complex. The \$60,000 request is in the form of a line item in the 2007-2008 fiscal year city budget of the Facilities Construction Dept. Bernard reported that Prosser said he thought the city council would approve the line item and that he (Prosser) was in favor of the council approving it. Bernard reported that Prosser asked that the PLAY Task Force consider two suggestions: (1) That the feasibility study include the Cedar Rapids parks system and (2) that the feasibility study include at least three public input forums. There was general discussion of these suggestions with a general consensus that the two items would be included in the feasibility study.

Fund Raising

As noted in the minutes of the Jan. 11, 2007 meeting, Saxen volunteered to be the chairman of a fund raising committee that will work on strategies to raise funds that are needed, in addition to the \$60,000 from the city, to pay for the feasibility study. Other members of the committee are: Bernard, Bowers, Hilby, Wasta, Day and Bjorseth. The committee will meet Wed., Feb. 21st at 4:30 P.M. at Pioneer Workspace Solutions (Wasta's business) to formulate a fund raising goal and plan and to discuss working with the chamber of commerce on those.

Interviews Of The Feasibility Study Finalists

The interviews were conducted by the ten-member PLAY Task Force evaluation subcommittee on January 30th of the four previously selected applicants to do the feasibility study. These were the standings according to the results of the grading and scoring criteria:

1. 44.005 Williams Architects of Carol Stream, IL
2. 40.76 Barker Rinker Seacat Architecture of Denver, CO
3. 38.08 Sink Combs Dethlefs of Denver, CO
4. 34.575 RDG Planning and Design of Des Moines, IA

A discussion was held on the applicants with evaluation subcommittee members giving a summary report of the interview sessions. A motion was made by Saxen/Wasta that before a final decision is made that phone calls be made to check the references of Williams Architects and to check with other sources who could offer an opinion of their past work. Motion passed. Saxen volunteered to act as a committee of one to make the necessary phone calls so that a choice could hopefully be made at the next meeting.

Fund Development Statement

Bjorseth reported that she had met with a marketing consultant to get some advice on marketing a fund development campaign for the recreation/community center complex. The advice on a starting point for this was to develop a concise statement of no more than 21 words that describes the project and its goal that clarifies and sells that goal. The idea behind this is to put together a better message of what PLAY is intending. Bjorseth passed out a fact sheet describing aspects of the community/recreation center complex project with background information and a description of the facilities that the project intends to replace. (Secretary's note: There was no specific mention made in the fact sheet about one component of the project, which is a baseball-softball complex and other open space athletic fields.) All were asked to work on the 21 word description. Bernard was asked to circulate a sample 21 word statement he had previously written. Bjorseth welcomed any comments or suggestions before the next meeting.

Upcoming Meetings

The next meeting will be on the regularly scheduled fourth Thursday of the month, which will be Thursday, Feb. 22nd at 7:30 A.M. at the Ambroz Center. The March meetings are currently scheduled for the regularly scheduled second and fourth Thursdays of the month, which will be March 8th and 22nd.