

15 IN 5 COMMUNITY CENTER COMPLEX COMMITTEE
PLANNING LIFELONG ACTIVITIES FOR YOU (PLAY) TASK FORCE
Meeting Minutes of Feb. 7, 2008 (submitted by Jackie Harrington)
Ambroz Recreation Center 7:30-8:30 A.M.

Attendance

Committee members: Myrt Bowers, chairperson, Jackie Harrington, co-secretary, Tom Saxen, treasurer, Dwight Dohlman, Judy Fitzgibbons, Scott Schultz, Phil Wasta, Jeanne Brandes, Jeanne Bjorseth, Sandy Bruns and Mr. Bruns, Brian Long, Gail Loskill, and John Bickel

This meeting is a Special Meeting Time due to the Feasibility Study Kickoff and short time before public forums.

Feasibility Study

The Feasibility Study has been kicked off with Williams and Co. Meetings were held with Stakeholders and the Steering Committee on January 30 and January 31. Tom Saxen has sent out notes of those meetings (attached for the record).

Action Items for PLAY members

- PLAY members are asked to send Tom lists of Service Clubs, News Letters, Newspapers, and Distribution Lists which we can use to publicize upcoming forums and meetings.
- Gazette has a Distribution list that Jeanne Brandes thought she might be able to get.
- Access Iowa also has a list.
- Review and Update Tom's Project Directory
- Members should bring a list of 5 people who could write letters to the editor (need to confirm but the thought is the word limit is 250 words for letter to editor and 600 words for a Guest Columnist.
- We would like to approach someone prior to March 1 for a Guest Column—perhaps Tim Boyle could be recruited to underscore the economic impact
- Jeanne Brandes will contact the Gazette Editorial Board prior to Feb 13th
- Myrt will contact Linda Langston to see if a public forum can be held at Squaw Creek's new lodge
- Jeanne Brandes will do an e-blast in March to Chamber members and the "top 100"
- Jeanne Bjorseth has statistics on what the limitations are of the current facilities
- Jeanne Brandes will invite Monica Vernon from the Council who would like to come and get the "talking points" so the Council can maintain alignment with our vision.
- Distribute the timeline to the local legislative forums in CR. (Monthly breakfast is Feb 16)

Steering Committee

The Steering Committee is currently at 11-12 people. Per Tom Saxen, this is the "Action Committee". The Steering Committee will meet monthly and will be the people who would normally meet with Williams.

Website and hosts for website

Scott Schultz has lined up Joe Strathman from Aegon to help develop a Website and Blog. Scott thinks that we should be able to link to the 15 in 5 site on the Chamber's site. We will also look at linking to

the County's site. Scott knows another person at Aegon who knows how to post pictures. Jeanne Brandes thought the 15 in 5 site could be re-tooled to have a hot link, the PLAY logo, to the PLAY site and Blog. Perhaps the Convention/Visitors' Bureau could also host a hot link. PLAY wants to maintain control of what is out there but have it accessible from any number of locations. John Bickel thought perhaps McLeod may be able to assist as well. Scott will need input from PLAY as to what should and should not be part of the webpage.

- * **All outbound communication must have the tag, "PLAY in LINN COUNTY".**
- * **The Home Page needs to advertise the meetings and invite people to the Forums**

We need to establish another vehicle for public input in addition to the public forums to capture as many ideas as possible. Williams can/will offer assistance in what can go out on the site including, a timeline of events. Williams agrees that PLAY should strongly encourage active attendance and participation at the forums. We need to stress that we are beginning with a blank page and we need the community to fill in the details of what this should be.

Vision/Mission and Elevator Speech

Jeanne Bjorseth stated that we must remember to be true to our vision. This project is a "Community Life Center Complex, including fields." We must steer clear of the limiting "Rec Center" idea (Gazette Poll). We need to develop the Common Message. Mark Mathis of ME&V may be able to help with that and a marketing campaign.

Potential Forum Sites

Sites need to be accessible but as neutral as possible
KTOS (Kirkwood Outreach)
Squaw Creek Lodge
Jane Boyd
Hawkeye Downs (after it dries up so it's not so muddy)
Kirkwood Balanchine Auditorium
Witwer Center
Aegon
Outlying areas (school gyms)
Town Community Centers
Cornell

Miscellaneous

Williams liked our logo. It and the 15 in 5 logo will be part of all communication regarding PLAY and Feasibility Study.

Mary Day will have to get approval from the Senator's office to continue on the PLAY committee due to some community involvement restrictions

Future Meetings

Feb. 14th and 28th at 7:30 A.M. at Ambroz,
Cedar Rapids Aquatic Assoc will visit on Feb 14 for 30 minutes.

