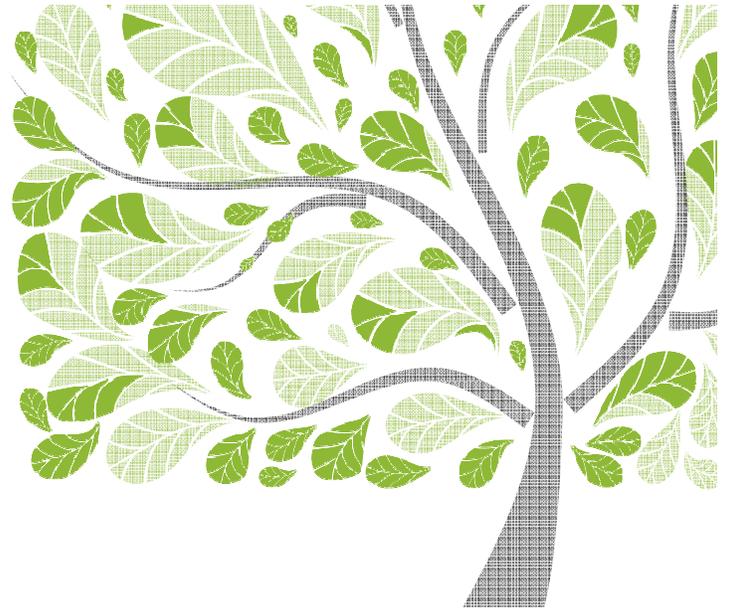


## Steering Committee Meeting

March 15, 2016

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### Agenda

1. Results of Park Inventory
  - a. Determine Level of Service for Planning Purposes
2. Partial Results of Stakeholder and Focus Groups
3. Open House Outline
4. Discussion of Previous Plans
  - a. Downtown Plan
  - b. Previous Riverfront Master Plan

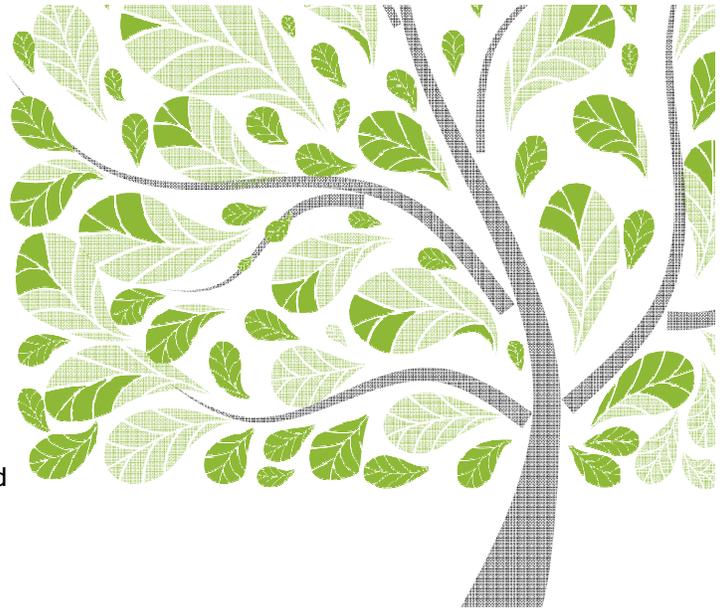
### Attachments:

*Open House Outline*

# OUTLINE FOR PUBLIC OPEN HOUSE

## Parkville Parks Master Plan

Meeting Date: April 14, 2016



### Objectives

- To provide basic information about the planning framework related to the project scope and schedule, demographics and trends, inventory of existing parks and facilities, and major issues identified through the Focus Group and Stakeholder Interviews.
- Use a list of general and specific questions to gather community feedback about:
  - \* Potential vision, goals, and objectives for Parkville Parks future
  - \* Key issues related to park programming, facilities, operations and maintenance
  - \* Park System needs
  - \* Top priorities
  - \* Other comments
- Gather input and information from open house participants that can be incorporated into the review of existing conditions and development of alternative park plans and ultimately used to help inform the selection of improvement scenarios, priority projects, and other recommendations that will be included in the plan.

### Format

- 2-hour public open house organized into four key parts:
  - \* Background Information
  - \* Key Issues
  - \* Park system Needs and Priorities
  - \* Other Comments and Next Steps

### Location

Legion Hall – **Need Address**

### Schedule

Date: April 14, 2016

Time: 5:00 to 7:00 pm

- **Set up and facilitator review:** 3:30 – 5:00 p.m. (60–90 minutes in advance of the public meeting)
- **Public meeting:** 5:00 – 7:00 p.m. (2 hours)
- **Breakdown:** 7:00 – 7:30 p.m. (30 minutes)
- **Debrief:** 7:30 – 7:45 p.m. (15 minutes)

## Notification Tools

<i>Type</i>	<i>Timing</i>	<i>Responsibility</i>	<i>Audience</i>
City Webpage	2 weeks prior	City Staff	Community overall
Press Release 1	2 weeks prior	Vireo/City	Media Contacts
Press Release 2	1 week prior	Vireo/City	Media Contacts
E-Blast 1	2 weeks prior	Vireo	Project contact list
E-Blast 2	1 week prior	Vireo	Project contact list
E-Blast 3	1 day prior	Vireo	Project contact list
E-Blast 4	Day of	Vireo	Project contact list
E-Blast 5	Day after to encourage continued online comment via survey	Vireo	Project contact list
E-Blast 6	Week before online survey closes	Vireo	Project contact list
E-Blast 7	Day before/of online survey closes	Vireo	Project contact list
Social media 1	2 weeks prior	Vireo/City	Facebook and Twitter
Social media 2	1 week prior	Vireo/City	Facebook and Twitter
Social media 3	2 weeks prior	Vireo/City	Facebook and Twitter
Social media 4	1 week prior	Vireo/City	Facebook and Twitter
Social media 5	1 day prior	Vireo/City	Facebook and Twitter
Social media 6	Day of	Vireo/City	Facebook and Twitter
Social media 7	Day after to encourage continued online comment via survey	Vireo/City	Facebook and Twitter

- **Content:** Vireo would develop the content for the press releases, e-blasts, and social media, and invitation cards in coordination with City of Parkville Staff.
- **Deployment:** Vireo would layout and deploy e-blasts via Constant Contact and paid Facebook advertisements.