



Parks & Rec Committee Meeting Minutes 10/11/2014

Minutes taken by Kimberly Cameron

Attendees: Gary Stein Laura Schellenberg Kimberly Cameron John Nations Alan Politte
Don Collins Eileen Sellers Bruce DeGrout Darcy Capstick

Staff Liaison: Kari Johnson (Tom was out today)

Call to order - 8:04am

Kari is leading the meeting, Tom has a family emergency. Before the meeting, a small group was unable to get into the building. Police are buttoning down security due to theft at front desk

Approval of minutes

Presentation by Lisa Bobrzynski (Marketing/Communications Specialist for Chesterfield)

Lisa offered a presentation about the events she has been involved, creating brochures for city events & parks. Updating the website for events & meetings

- Handles social media for city, parks and police (Facebook & Twitter)

Advertising

- magazines, newspapers and playbill (Stages)

TV & Radio

- reach outside our market (Blues Festival & Taste)
- Many of our ads are trade through media relationships

Other

- Free kiosk at Chesterfield Mall
- Table tents at food court
- Banner at major intersections for concerts & movies
- CTM Board in lobby at Drury Hotel (shuttle service for guests to Concerts)

PR & Media

- Press Releases and online calendars (for public, can be picked up at a slow news day)

Stories of Interest

- Central Park, Taste of St Louis & STL Moms in Chesterfield
- Article submitted to MPRA (Missouri Park & Rec Assoc.)

Internal Communication

- Cityscape newsletter (events, days off, awards, appreciation day, birthdays, etc.)
- Weekly eBlast to keep staff informed

External Communication

- Chesterfield Citizen Newsletter
- Community event eBlasts
- Press Releases
- Friends of the Parks eBlasts and Get Active



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Promotional Material

- Schwag & giveaways at events

Veteran's Honor Park is also a project Lisa is actively working

Michelle shared our priorities. With Lisa's marketing experience and big picture, what can we be doing to change or assist?

- providing special support & the ambassador program
- distributing info about the parks to the community
- making more in our community aware of Friend of Parks
- Table at events

Lisa said building a database is key. Newsletter is another option

Darcy asked if there are more applications recently

Kimberly asked about the size of the database (after Taste). Lisa will look into it

- Any thoughts about using gamification to drive to website or social media, engage

Lisa said they are building an email list serve - using mail chimp will filter website sign ups - Manually transferring which takes time.

Lisa had a meeting yesterday to discuss mobile apps and other ways to track & promote

Laura asked about QR codes....Lisa mentioned they are good to connect with community

Kimberly asked about using text for announcements, coupons, event reminders, etc.

Lisa said the challenge is that the website is not in a position to have multiple options when someone signs up. So, if someone signs up for notification about a concert, the site does not prompt to offer additional options (i.e. You like Concerts, maybe you'll like other events in the community).

VOLUNTEER OPPORTUNITIES

Kari offered an update for upcoming events

Taste of Trucktober

- Partnered with Hubbard Radio for promo
- 20 trucks are scheduled, music, entertainment
- Time changed due to Cardinals (12-5pm instead of 3-8)
- 2:30-5pm (Kimberly)

Turkey Trot

- Registration increases every year
- Volunteers needed 7:30am arrival time
- Packet pick up will have 2 locations this year (volunteers needs at Mall)
 - Tuesday/Wednesday
 - Big River in O'Fallon & a Chesterfield Mall



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RIVERS EDGE OPENING EVENT

Kari mentioned April/May opening event

- Fishing Derby
- Audubon Society to get involved
- met with Alpine Shop, will partner with them for events at R .E. In 2015 (Canoeing, kayaking)

Darcy suggested Bass Pro, Ducks. Unltd.

- Will Wilder (at Wash. U), working on a wetlands project in Chesterfield
- She will meet with them to see what their project is, how can we get involved, etc.

PARK REVIEWS

Eileen was at the fields....C Quad stands are painted & chipped, esthetics only

Update from Kari for CVAC - F Fields were tested, add a mixture to the fields for better draining...excellent results, will be adding to other fields.

By Miracle Field (B Concessions) - renovation started, an addition has begun, interior to start after the season, completed by start of Spring Season

Darcy

- Taste, great feedback
- Riparian Trail, all good & smiles

Tricia and Mike visited Rivers Edge, liked the sign to mark the trail

Kari offered a Taste update

- 150-200K in attendance
- Taste is migrating to a Foodie event with entertainment. They were very pleased with update

CAPRA update in Spring 2016 (not 2015)....Kari would love help from the committee to offer time to volunteer with helping organize.

NEW BUSINESS/OTHER

Darcy update

- recap from 9/24 event NFW visit from President Mr. Collin O'Mara
- National model for conservation

\$2,500 grant money available

- improving quality wildlife habitat
- improve Chesterfield Elementary habitat to a Gold Level (See Darcy for more details as this develops, early stage)

October 18th

Boy scouts, eradicate honeysuckle at Faust

November 8th

- 18th annual recycling event

Meeting adjourned 9:03am

NEXT MEETING - November 8th