



**Rochester Recreation Master Plan  
City Manager Self Directed Work Group  
November 8, 2023  
Recreation Conference Room 1**

**Attendance: Katherine Parker-Wright, Sheila Colson, Jenn Marsh, Lisa Clark, Autumn Scott, Lisa Murphy, Shanna Saunders, Judy Toner, Travis Bissonette, Steve Trepanier, Jonathan Shapleigh**

**1. Introductions**

**2. Review and Accept October Meeting Minutes**

Travis Bissonette motioned to approve and Sheila Colson seconded. Unanimously approved.

**3. Update: Recent Data Collection**

Lisa Murphy informed the group that Stephen Geis of SRPC will be out of the office and encourages everyone to try to get the data collection information submitted this next week. Judy Toner recommended that information about parks include other points of interest such as memorials or historical landmarks. Steve Trepanier shared that Recreation Staff was completing multiple survey assessments this week. Lauren Krans shared that a community volunteer completed five site assessments. Lauren Krans explained that indoor facility assessments would take place at a later date and that volunteers would be requested to assist with this as well. Lisa Murphy informed the group that Stephen Geis would have updates on facility assessments at the next meeting.

**4. Discussion: Autumn Scott provided a list of potential Survey Questions:**

a. What are our goals for the community survey? What do we already know and what do we want/need to know from residents related to both recreation facilities and programming?

Lauren Krans explained to the group that the results of this community survey would be used for future planning of the department, including programming, services and Capital Improvement Projects to both enhance existing facilities and if needed propose new ones. Krans stated that if the survey results indicated a strong desire for a specific recreation facility in the City, this would be valuable data to bring to decision makers as a 'why'. Autumn Scott explained that the survey results will be analyzed by SRPC and they will identify overarching themes across facilities and programs that can be improved, implemented and explore for the future of the department.



b. We'll review the draft survey questions prepared by SRPC and identify gaps based on discussion in #4a Autumn Scott reviewed the survey questions.

Autumn Scott walked the group through each survey question and solicited feedback. The group discussed the questions pertaining to demographics of the survey taker and decided that asking about income level could be perceived as isolating and unwelcome. Shanna Saunders encouraged the group to discuss what information they wanted to extract so that questions were intentional and yielded the information that was being sought. Jenn Marsh questioned if we are including non-residents. Shanna Saunders mentioned that they will be included, however, our primary goal will be residents. Autumn Scott said she would redesign the demographic questions and place and emphasis on deciphering between Rochester Residents and nonresidents. Lauren Krans asked if the survey could capture why nonresidents are utilizing Rochester services. This information could be helpful in helping other communities plan for and advocate for recreational services and facilities that their residents are seeking elsewhere. It was suggested that a grid approach be used so that multiple questions could be easily asked for each facility requested. Multiple facility additions were suggested to the survey. The group also requested that the online survey start with an estimated time for completion for the survey so that participants may be motivated to complete it.

#### 5. Discussion: Outreach Plan

The group discussed recommendations for the Outreach Plan and will formalize at next month's meeting. Plan on having surveys at Recreation, Arena, Tax Office, City Hall and providing to students at the high school during advisory times. Possibly middle school students as well. Will be sent out via social media utilizing a QR Code for ease of completion. Autumn Scott shared that there are multiple tactics to encourage community outreach, including poster boards and community information sessions. Lauren Krans shared that utilizing partnering recreation agencies to help get the word out about the survey would be especially helpful. Travis Bissonnette stated that he could assist with getting the survey link to the families who utilize Roger Allen Park.

**Next Meeting: Wednesday December 13<sup>th</sup> @ 12pm**