



**Rochester Recreation Master Plan  
City Manager Self Directed Work Group  
January 10, 2024  
Recreation Conference Room 1**

**Attendance: Sheila Colson, Steve Trepanier, Jenn Marsh, Autumn Scott, Steve Geis; Bob May, Laura McDormand, Jonathan Shapleigh, Judi Toner**

1. Introductions

2. Review November Meeting Minutes

Sheila Colson motioned to accept. Seconded by Judi Toner. Unanimous support

3. Update: Recent Data Collection

Steven Geis informed the group that facility and park data collection has been completed and he will be starting indoor collections. SRPC have installed a pedestrian counter at the Arena and will be adding one to Entrance A of the community center. Will be working on data collection of programs available for youth, families, and seniors to determine where there are gaps within the city. The data collection is a big effort and he will need to get in touch with the SAU representative to gather information from them. Gathering information on the budget for Recreation. Focus interviews over the next month for a myriad of different people for how all organizations are connected and is working on a default list of 10 questions. Interviews can be conducted by anyone on the committee and he would appreciate assistance with these interviews.

4. Discussion: Autumn Scott Survey Questions:

Autumn indicated that she has made adjustment to the survey after receiving feedback from Lauren Krans. She reviewed the list of questions and with the committee and received feedback on rewording of rewording questions for clarity such as separating some questions to allow for specificity between programs and facilities. Questions that have the option of "Other" should guide them to provide information that we would like to gather, such as providing a list of activities and prices. Judi Tone suggested that the time that it takes to complete the survey be noted at the beginning of the survey and that it be in the 5 to 10 minute range. She also suggested allowing the ability to skip questions and not make any required. The group agreed to make questions optional, however, participants would need to complete all questions to be eligible to receive the gift basket. Jonathan Shapleigh recommended changing a question to ask about the condition of the facility specifically and with a program not included.



## 5. Discussion: Outreach Activities

Autumn reviewed the outreach activities and options for the Art Contest and asked for feedback on how to break down age groups. Assistant Director Trepanier suggested breaking it down by school age groups – elementary, middle, high school and adult. He also suggested putting some parameters around the size of the artwork. Judy Toner suggested including no larger than and no smaller than parameters. Autumn asked about prizes and the group discussed publicity for the winner and possibly a gift card. Autumn discussed the Scavenger Hunt idea and discussed having bird boxes in different areas with an object inside or possibly a picture at the location to indicate that the participant had visited the location. Jenn Marsh suggested doing everything online so that you didn't have to worry about checking the status of the items in the bird box. Maybe include a QR code that people could scan that would take them to the online site. Sheila Colson suggested using Recreation and other City locations that were plowed and easily accessible in the winter. Autumn provided a handout with talking points for outreach with different age groups for participation.

The goal is to go live with the survey by mid-February.

## 6. Adjourn

**Next Meeting: Wednesday February 14<sup>th</sup> @ 12pm**