



**Rochester Recreation Master Plan  
City Manager Self Directed Work Group  
December 13, 2023  
Recreation Conference Room 1A**

**Attendance: Katherine Parker-Wright, Sheila Colson, Autumn Scott, Lisa Murphy, Steve Trepanier, Lauren Krans, Bob May, Travis Bissonette, Nicole Danforth, Laura McDormand, Jonathan Shapleigh, Judy Toner (Remote)**

1. Introductions

2. Review November Meeting Minutes

Sheila Colson motioned to accept. Unanimous support

3. Update: Recent Data Collection

Stephen Geis updated the group that 45 of the 50 site assessments have been completed helping with mapping of sites. Catered assessments of indoor programs will take place next. The goal is to complete assessments in January or February

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

Autumn Scott presented a copy of the draft survey for review and asked for any comments and revisions. Judi Toner commented on the measurability of #7 leaving it wide open for people to answer – Autumn will move down the scale from #6 to keep it consistent. Also, on question #9 it doesn't allow for an explanation on what area specifically needs to be improved upon. Autumn will add space to allow for an explanation. Director Krans asked if the questions could be separated to include concerns that could be improved and a second list to include what additions they would like to see. Questions #4 and #7 are very similar and should be adjusted to simply. Autumn explained that under #7 they have the option to say if they are participating in a program in Rochester or another community as well as what programs they participate in. Autumn explained that the survey will have different links depending on responses. Director Krans brought up Jenn Marsh's questions about #18 with regard to including options with a range of cost going a bit higher than the \$500. limit. Assistant Director Trepanier requested putting an above or below \$500. option Question. Jonathan Shapleigh would like to see how much of that is being spent within Rochester. Director Krans requested for consistency with wording within each question. Bob May mentioned it might be helpful to ask about household size.



Jonathan Shapleigh asked if we could have a business sponsor with completion of the survey you get a free gift card. Jonathan Shapleigh #20 include email to be included in raffle drawing. Lisa Murphy mentioned that a raffle might be a good option. The raffle would be announced with a deadline to be included in the raffle. Jonathan Shapleigh also asked about how we are including non-resident groups participating in our program and should consider posting on the surrounding communities community pages. Katherine Parker-Wright suggested that the beginning of the survey include specific language that they want responses from everyone not just individuals that are currently participating in programs. Director Krans mentioned the importance of letting everyone know that the survey is for anyone.

#### 5. Discussion: Outreach Plan

Autumn reviewed the flyer she handed out that includes a QR code that will be posted in color. Also provided a handout with visuals of programs that individuals could simply put a dot on their activity. Autumn asked if anyone had feedback about the posters. Director Krans would like to see space for writing in information on the posters so individuals could be specific with feedback. Bob May said that Planning posted a survey during Porch Fest and it was successful and we should consider posting for large community events and at the Opera House. Autumn was looking for specific events to post the survey that would be high volume. Director Krans suggested a QR code on the Zamboni. QR codes will be designed and posted. Autumn can make a personalized link for specific individuals, ie schools, etc. Assistant Director Steve Trepanier suggested posting at the Library and Rec Dept. Lisa Murphy mentioned that the in-depth survey would be completed after the holidays and Director Krans indicated that waiting until after the holidays to ensure accuracy and in-depth information. Survey will need to be reviewed by Matt Wyatt who reviews all City Surveys. Bob May brought up that documents seem to focus on active recreation and should be conscious of passive recreation as well. Director Krans mentioned that we absolutely should be conscious of that. Director Krans indicated that #5 would be a question to consider elaborate on passive recreation. Make some adjustments to question #7 to be more inclusive.

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

#### 6. Adjourn

Holiday Skate at the Arena Saturday 12/23 from 10-2. Director Krans will not be at the next meeting.

**Next Meeting: Wednesday January 10<sup>th</sup> @ 12pm**