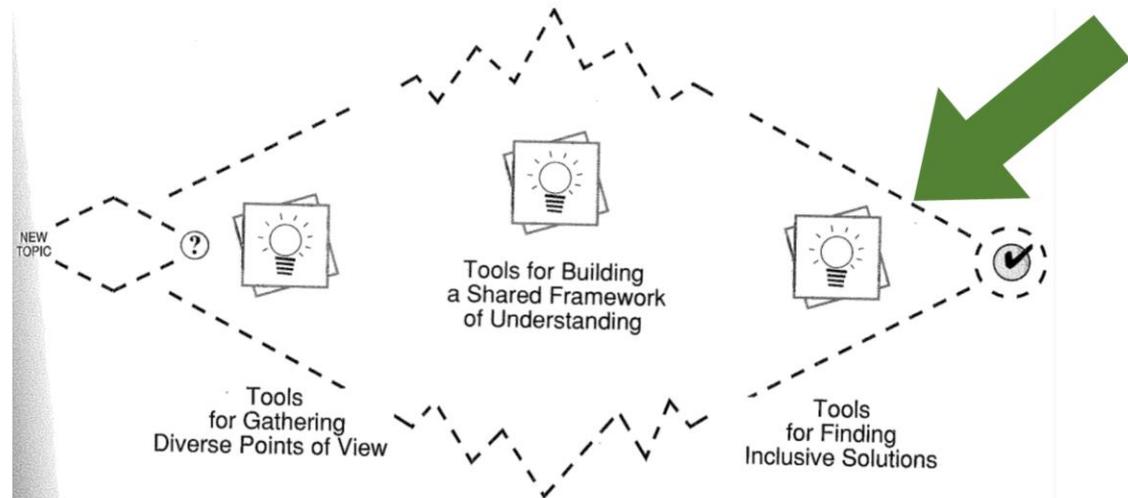




**Lakeside
Park
Exploratory
Committee
4.21.15**



Committee Process Overview

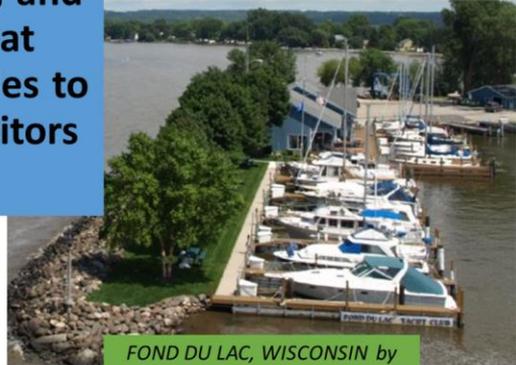


Kaner, 2007

This is the plan we've been following. To open ourselves to many possibilities and opinions, make sense of it, and come to some conclusions. Tonight we are at the arrow: building a shared understanding of the strategic issues affecting the park and how they could be addressed.

Park Vision Statement

Lakeside Park: a premier destination that reflects the pride of Fond du Lac, yesterday, today, and tomorrow, and serves as a gathering place that provides a myriad of opportunities to improve the quality of life of visitors both locally and beyond.



*FOND DU LAC, WISCONSIN by
Pat Dye on Flickr.com*

This is the vision statement the group finalized at the last meeting.

“A strategic issue is a fundamental policy choice or change challenge affecting an organization’s

- mandates,
- mission,
- product or service level and mix,
- clients or users,
- costs,
- financing,
- structure,
- processes, or
- management.”



Also in March we clarified strategic issues. They are the MOST IMPORTANT things going on, the issues that you’ll need to address in the next 1-3 years to assure success into the future.

In March the group received the Worksheet 25: Operational Versus Strategic Issues to help identify the “big picture” concerns and topics.

Strategic Issues (Bryson, 2004)



Framed as a question that:

- the City can do something about.
- has more than one answer.

The committee came up with all of the questions on the Strategic Issue Questions Activity handout.

Most Important Strategic Issue Questions	Fill in the Blank Statement
1. How can we provide more access both to and from the lake?	1. We can provide more access both to and from the lake by...
2. How can we upgrade amenities and services that showcase the park as the jewel of Fond du Lac?	2. We can we upgrade amenities and services that showcase the park as the jewel of Fond du Lac by....
3. How do we market the Park and its offerings?	3. We can market the Park and its offerings by...
4. How do we improve cultural and diversity awareness in community?	4. We can improve the cultural and diversity awareness in community by
5. How do we make history relevant to today – especially for younger generations and newcomers?	5. We can make history relevant to today – especially for younger generations and newcomers – by...

Here are Issues in order of vote total. This is summarized on the back side of the Strategic Issue Questions handout.

Now the groups brainstormed responses to the strategic questions. The partner groups worked on the designated question above and then switched to another question to categorize the responses the previous group had thought of.

The categorized responses filled in the blank when the question was re-worded as a statement. "We will _____ by _____."

The outcome of those discussions is on the handout called Strategy Development Activity, and that's where we planned to start today.

Instead of having the City Staff respond to the feasibility and logistics of these ideas now as we had talked about last time, John & Ray thought it was important to have City Council recommendations be as fresh from the committee as possible. In our planning discussions, they decided that feasibility was more of a job for City Council than it is for this committee. They want the committee to stay focused on coming up with the best ideas and worrying less about how possible it is.

So instead of a feasibility analysis tonight, we're going to look at these ideas based on the decision-making criteria you came up with in December. (see handout) This will give you a way to signal for City Council which ideas are most important, most urgent, likely easiest, likely most in need of long-term planning, etc.

Decision-Making Criteria, Dec. 2014

- **Public Taxpayer Cost** (considering cost into the future, for ongoing maintenance, and economic impact on the City)
- **Public Support: Consistency with Public Vision for the Park**
- **Environmental Site Plan Impact and Reversibility Risk**
- **Access, Increased Usage, Marketability**
- **Longevity, Long Term Quality of Life, Perceived Value**
- *Underlying All Decisions:*
 - *Common sense: is this logical?*
 - *Time to implement*

This is what you have in front of you from the December meeting.

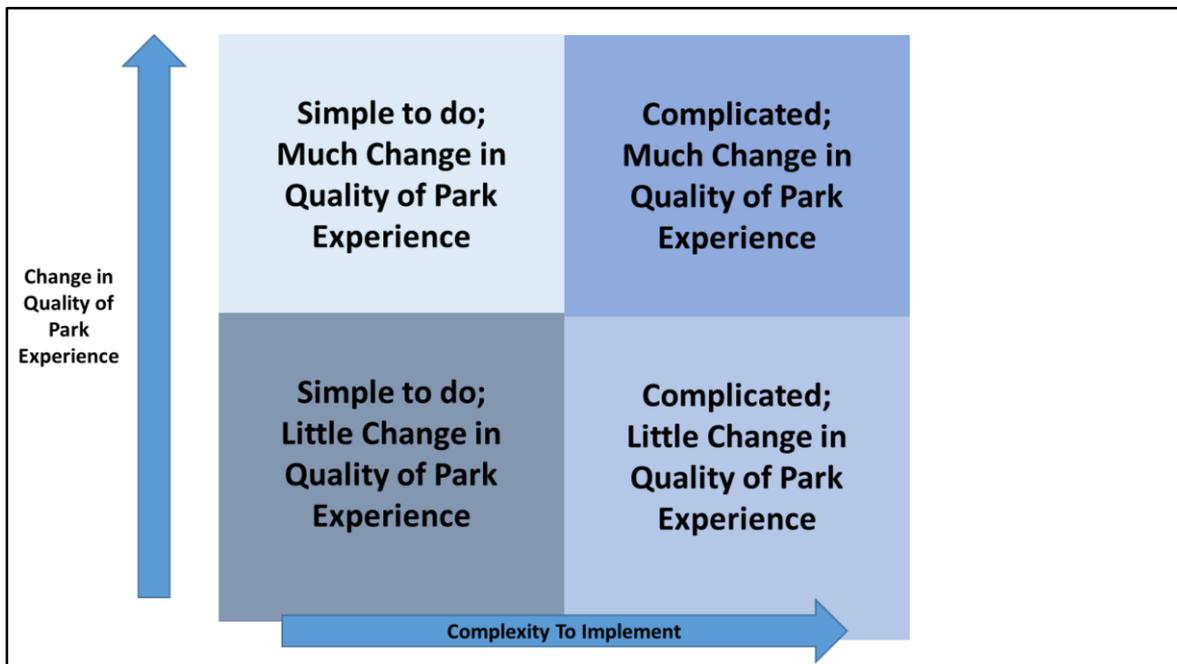
As I was preparing the worksheet for you to use now for this next activity, and I decided to split the second one into two: Public Support (as documented in the survey) and Consistency with the Park Vision (which is a Committee Vision at this point, not the public's).

I thought those were 2 distinct points of reference that you've worked hard to flesh out and should be looked at individually rather than together as it's show here.

Criteria Matrix Tool

	Public Taxpayer Cost	Public Support (Survey)	Consistency with Committee's Vision	Environmental Impact	Access, Marketability	Longevity, Long Term Quality of Life
Bus routes into park						
Elevate: Existing Restrooms						
Marketing: Public Boat Slips						

Since there was no quorum, the committee members present broke into small groups and practiced this activity to see if it would work as a way to help them prioritize their suggested strategies.



Using the worksheet will allow us to plot the strategies in a quadrant format like this. The committee members on 4.21.15 thought these two metrics made sense for showing the public and City Council how the ideas rate next to each other: Complexity to Implement and Change in Quality of Park Experience.

The committee members present worked through the worksheet, suggested changes to clarify the criteria and group them based on these 2 metrics. The activity will be updated and worked on again at the May 12 meeting.