

Strategy Development Activity

Lakeside Park Exploratory Committee, 3.24.15

Having identified the most important Strategic Issue Questions for the park in the first part of the meeting, the committee began to formulate responses to those questions in the second half of the meeting. Each small group considered a question and brainstormed answers to it individually, then consulted with their partner, and wrote the best possible responses on the flip chart paper. Next, each small group moved to another station and categorized the answers the first group had thought of. The issues are numbered below for ease of reading, not to indicate an order of importance.

City staff will review these draft ideas and provide feedback to the Committee at the April meeting on the feasibility of these ideas, as well as an understanding of whether they've been tried before, are in the master plan, or are currently being worked on. The committee will adjust these ideas based on that feedback.

STRATEGIC ISSUE QUESTION #1: How Can We Provide More Access Both To And From The Lake?

Ways to respond to that question, in categories:

In/Out of Park (Logistics)

- Bus Routes into park
- More Docks For Boats
- More paths – walking & biking
- More boat launches

Activities

- Beach
- More Activities on the water
- More winter activities on lake
- Rentals – water craft
- Classes for water sports, etc.

Infrastructure

- Boardwalk over rocks
- More Piers for People

Execution (Administration)

- Grant Writing
- Marketing – Access/Draw

STRATEGIC ISSUE QUESTION #2: How Can We Upgrade Amenities And Services That Showcase The Park As The Jewel Of Fond Du Lac?

Ways to respond to that question, in categories:

Elevate Existing [Amenities & Services]

(rationale = less cost and less transition for the public):

- Shelters
- Rentals
- Restrooms
- Landscaping
- Food
- Festivals
- Sports Facilities
- Children's activities, Rides, etc.
- WI-FI
- Sport Activities/Leagues - volleyball

Add New [Amenities & Services]

- Artwork/Sculpture Garden
- Public Accessibility Transportation Services
- Facilities/Restrooms
- Beach
- Splashpad
- Restaurant/Coffee
- Ice Skating Rink
- Small Format Outdoor Movie Theater
- Bandstand/Shelter
- Expanded Children's Museum
- Loop
- Cross-country ski/snowshoe
- Food trucks
- Concerts
- Marsh Walk
- Access to Geo-caching

STRATEGIC ISSUE QUESTION #3: How Do We Market The Park And Its Offerings?

Ways to respond to that question, in categories:

Define What We Are Marketing

- Public Boat Slips
- Rentals
 - Gathering Places
 - Toys
- Events
 - Recreational
 - Special
 - Performance
- Operational Hours
 - Dog Park
 - Slips
- Lakeside District

How to Market

- Trail info/updates
- Social Media Presence
- Interactive web page
- Branding of Facilities
 - Internal/External Signage
- Zone Names/Naming Rights (geographic areas in or near the park; already have Lakeside District; make the Main St. statue entrance more prominent **(this is both a “What” and a “How”)**)
- 4 Season Marketing (especially winter)

STRATEGIC ISSUE QUESTION #4: How Do We Improve Cultural And Diversity Awareness In Community?

Ways to Respond to that Question:

1. Religious Institution outreach
2. Community – diversity organization
3. Ethnic Festival in Park
4. Park adoption – Public/Private School
5. Grandparenting (mentor opportunities) program
6. Festivals
7. “Fishing has no boundaries”
8. Arc in the Park
9. “Ethnic” Restaurant Features – Greek, Hispanic, Asian, German, Irish
10. Concerts/Dances

Summary Response with Ideas Categorized:

By becoming as inclusive as possible in the park we will attract more people, make them feel welcome, and promote a more diverse community culture.

- Festivals
- Schools
- Organizations
- Concerts
- Diversity
- Ethnicity
- Community
- Programs
- Religious Outreach
- Ethnic (Food/Restaurants) featured on Sundays – all restaurants could participate; exposure to new food; separate festivals like in Milwaukee or one big one. Example: Hmong New Year (attended by many Hmong but no one else – could be opportunity to learn and share)
- Language

STRATEGIC ISSUE QUESTION #5: How Do We Make History Relevant To Today – Especially For Younger Generations And Newcomers?

Ways to Respond to that Question:

- Use technology – Social media to promote
- Integrate new stores into festivals
- Offer kids activities/classes/games around the history
- Historical building with story of Fond du Lac and Park history and Nature Center
- Borrow ideas from other communities
- Have consultants do “reality check” assess our current marketing efforts
- Openly solicit ideas from underrepresented groups
- Develop skits/plays performances with cultural traditions
- Feature other languages in displays
- More use of plaques, historical markers and a sense of place throughout the park
- Be creative in installing public art (status, sculptures)
- Involve everyone in telling our community story

Summary Response

- Display our history and traditions using plaques, historical markers, landmarks, public art
- Nature Center with the park history, which offers activities, classes and learning experiences
- Move into the future using technology, social media and a diverse offering of multicultural activities