

# Dorothea Dix Park

## Master Plan Advisory Committee Workshop #7

Date: September 13, 2017

Time: 5:30pm - 7:45pm

Location: Ashby Building, 2105 Umstead Drive, Dix Campus

### Candidate Selection Process

Two options were presented:

- Option 1: Round One: Vote for 3 candidates. Top vote becomes chair, second and third highest votes become vice-chairs.
- Option 2: Round One: vote for one Chair. Round two: Rank remaining five candidates. Top 2 highest ranked become vice-chair.

The majority of the Committee voted for Option 2. There were no major dissenters to using this approach.

### Outreach & Engagement Idea Generation

Kate presented the draft outreach and engagement strategy. The Committee broke into smaller workgroups and discussed ideas to augment and enhance the community outreach and engagement process. Ideas are as follows:

Group Members: Annie Lloyd N, Myrick H, Charles L, Sara P, Jennie H, Jacquie A

- Start with the neighbors. Target adjacent communities and create a ripple effect.
- Church services, youth group event, have them take the event to the park
- Family fun day organized by different business, national family reunion day
- Camping event
- Trunk or treat, represent your neighborhood
- Hike from one park to another, Pullen to Dix to Chavis
- Statewide organizations, Mountains to Sea Trail, Sierra Club, and Arboretums give plant tours
- Map what the different demographics are, canvassing the neighborhoods

Group Members: Bill K, Ashton S, James B, David M, Son D, Shana O

- Track out camps at Dix Park
- Attract school groups
- Sponsor field days in partnership with YMCA/Boys & Girls Club
- Private events, requirement for for public engagement participation or surveys as part of the permitting process
- Haunted house

Group Members: Kimberly W, Larry Z, Chris M, John J, Charles P

- Mass attention: engage parts of the city who have never heard of Dix through mass media advertising, publications, radio

- Outrageous event, hang glide off the hospital so the media covers it on 5pm news
- District host party at Dix Park
- Leverage documentary videos to show up on TV stations
- Have a presence at the NC State Fair
- Art installations on a big scale
- Laser light connection between Dix Hill and Downtown
- Look to East Raleigh as a target audience

Group Members: Ed V, Jai K, Walter C, Joey S, Bill P, Joe W, Amy S

- Hard to think about awareness since we do not have a message yet.
- Understand:
  - Where do they go and why do they go there? How are we getting invited in by a trusted source? Who are those leaders in various places that we can ask so they invite us vs. us showing up?
- Email to submit ideas, living word cloud
- Sponsoring volunteer efforts
- Shared common language, have a collective voice, share the story
- The message has to entice evolution so it continuously recreate itself

Group Members: Thomas H, Aly K, Sarah R, Tony M, Carlton M

- Parkmobile,
- Engage with NCSU, homecoming is soon, float in the parade
- Projection of large scale public art
- Bus stops, narrow the physical distance from downtown
- Adopt an existing sports league
- Scaled model of the park, interactive for kids
- Get additional people to the speaker events

Additional Thoughts& Suggested Tools:

- Signage needed in the park
- Webcam/weather camera at the park
- Add Dix event areas to Google
- Want web address or link-throughs available on partner sites, etc.
- Leverage social media
- Become walking billboards
- Livestrong wristbands
- schedule magnets
- The middle should be the target, don't spend money on the skewed ends (for it or against it)
- Need general background on the park
- Leverage Advisory Committee to give presentations to groups, become a speaker's bureau

### **Next Steps**

- Chair/Vice-chair selection
- Resent Workgroup Liaison Sign Up
- Provide an update on all of our web/social metrics
- Create a set of talking points/messaging
- Quick facts about the Park