

Dorothea Dix Park

Master Plan Executive Committee

Date: Thursday, August 11, 2016
Time: 4:00pm – 6:00pm
Location: Raleigh Municipal Building, Room 228

Meeting Summary

Kate Pearce welcomed committee members and led introductions of committee members and staff present. The Public Body and Open Meetings statutes and policies were reviewed and reference materials were provided in committee member packets.

The focus of the first meeting was to review and approve the consultant selection process. Kate walked the group through the selection process, answered questions and provided context on the recommended approach. The MPEC approved the consultant selection process.

Per the MOU the MPEC must also address the following topics in upcoming meetings:

- **Use of Funding:** How will the City and Conservancy process funds? Staff will propose a process for MPEC and Dix Park Conservancy review.
- **Reporting:** What is the appropriate reporting schedule? Staff will propose a process for MPEC and Dix Park Conservancy review.
- **Communications & Branding:** MPEC must appoint a communications & branding workgroup.

From the MOU: The development of communications and branding strategies should be coordinated to maintain consistent messaging and accurate information. To that end, the Master Plan Executive Committee will develop a communications working group of stakeholders to oversee communications and branding.

This working group will ensure that accurate, up to date and easily accessible information about Dix Park and the master plan process is available to the public. In addition, the working group will create an identity and brand for Dix Park through a website, logo, calendaring, etc. The Conservancy will be part of the communications working group to assist in this work.

In addition, the working group will coordinate joint or co-sponsored events and educational programs in Dix Park.

Kate reviewed the schedule emphasizing the 4-month consultant selection process. It is an ambitious and time-consuming schedule. MPEC members should be prepared to attend all meetings or if unable to attend send all comments in advance of the meetings.

Kate provided an update on programs, activities and operations at Dorothea Dix Park including the following:

- Destination Dix
- Programs and activities
- Master Plan Advisory Committee
- Update from Dix Park Conservancy

Jim Goodmon and Carlton Midyette provided an update from the Dix Park Conservancy including the following:

- Executive Director search in progress
- Flowers Cottage planned renovation; working with City staff on lease documents
- Fundraising- met and surpassed 2016 fundraising goals
- Dix Park Conservancy to cover all costs associated with Destination Dix
- Dix Park Conservancy to cover all travel costs for MPEC site visits
- Dix Park Conservancy to provide 50% travel reimbursements for any Conservancy member wishing to attend a site visit

Staff to provide RFQ one-week in advance of next MPEC meeting. The goal of the next meeting is to review, discuss and approve the RFQ.

Upcoming Meetings:

- Master Plan Executive Committee
Wednesday, September 7, 3pm-5pm
Location: Raleigh Municipal Building, Room 237
Time: 3:00pm-5:00pm
Agenda: Approve RFQ
- Master Plan Advisory Committee
Tuesday September 20, 2017
Location: TBD
Time: 6:00pm – 8:00pm
Agenda: Orientation Meeting and Welcome Reception