

Dorothea Dix Park

Master Plan Executive Committee

Date: Wednesday, August 23, 2017
Time: 9:30am – 11:00am
Location: Williams Mullen Conference Room, PNC Building

Meeting Summary

Staff provided an update on MVVA discovery phase work. Staff noted that City of Raleigh moved 6,000 artifacts from the Spruill Building to a climate controlled storage facility. These will be overseen by the City of Raleigh Historic Resources staff.

Outreach & Engagement Strategy:

- Pillars of our Strategy: Reach, Inform, Engage, and Inspire
- For us to be successful we need to reach our most vulnerable populations.
- Elevate the community's understanding of what this park can be, support the master plan process both from votes later down the road and philanthropic gifts.
- So many different models that are best practice examples but it's really about what works best for that community.
- There will be a mix of types of meetings and who is involved with each one.
- Experiential engagement to bring people to the park and bring the park to the people.
- Communication strategy derived from stakeholder analysis and audience segmentation
- Upcoming: Awareness strategy, even promotion, social media audit, email marketing strategy
- Events are times specifically with the master plan schedule to help inform the master plan. (i.e., Fall History Harvest: document oral histories, photographs, memories from the community, Spring Bio Blitz: wildlife cams, etc. to tie back into the research for the discovery phase of the master plan process.)
- All programs are designed and scheduled specifically around needs for the masterplan process.
- Temporary art installations, Raleigh Arts will match funding from the DPC, NCMA joint install between the two parks.
- 14 festivals identified across the calendar year
- Educational events, TCLF Leading with Landscape National Conference, exhibit at COR Museum, bring in local/national experts
- Community roadshows

Outreach & Engagement Strategy Discussion:

- Ensure we reach outside of Raleigh
- Very ambitious plan, do we have the staff resources to do this
- Are we stepping out too far in the beginning without having the resources?
- Perhaps the Conservancy can support temporary staff positions. Sometimes getting it done becomes so difficult you don't think about what you're getting.
- One thing to gather input, another to actually do something with it.
- Some of the events are just about awareness and building the brand, not asking for ideas.
- The more we can direct people to the Neighborland site the better for input management.

Engagement Tools:

- Introduction of Neighborland. Recreate the meeting experience virtually. Multilingual. Founder is local now and is fully committed.
- Conversation tools, active and passive feedback gathering guided by MVVA

Conclusion:

- Kate – How comfortable are you all with approving the outreach strategy at this point so we can present it to the Conservancy Board for funding approval?
- Diane made a motion to approve it, Ken seconded it, no opposing.