

Dorothea Dix Park

Master Plan Executive Committee

Date: Thursday, February 8, 2018
Time: 9:00am – 1:00pm
Location: Mordecai Visitor Center

Meeting Summary

1. MVVA presented new ideas about the park edges, developed since the January 23rd discussion
 - a. State Farmers Market (SFM)
 - i. MVVA was encouraged by MPEC in January to consider a new retail experience at the SFM and its potential relationship to the future park
 - ii. Matt Urbanski (MU) shared about the MVVA proposal to introduce much greater pedestrian and bike permeability between park and SFM; potential for shared parking
 1. MVVA acknowledged concerns heard from SFM during meeting with them in June 2017:
 - a. That park users will occupy SFM parking
 - b. That security (fences) are important for food safety in some areas
 - c. That there is a symbiotic relationship between wholesale and retail at the State Farmers market - both elements function better because of closeness of the other
 - iii. All acknowledged the importance of good food in proximity to Dix Park for visitors; all acknowledged the importance of SFM as a potential partner moving forward
 1. ACTION: MPEC members to proceed with discussions with SFM representatives and ensure planning process for park and market align and are coordinated
 - b. MU presented the concept of the expanded Big Field - Pullen over Western to Dix and on to NCSU Centennial campus
2. Group activity: "Success Looks like..."
 - a. This park offers the opportunity for connectivity unlike anything else; supports the idea of making the big field bigger
 - b. Uniqueness of the opportunity; we've never seen a park like this

- c. The story of the park being the site for an "in town vacation"; expects that many visitors will arrive via greenways
 - d. Success will be if there are repeat park visitors by wanderers
 - e. The park should "change the community's idea of what's good" and offer a new ideal to aspire to; a new example of smart, dense growth
 - f. See also scans of exercise, appended to this PDF
 - g. Recommendation to describe the park through the eyes of specific users, i.e. a family reunion; a school class from elsewhere in the state; a college-age horticultural steward; an art/innovator in residence
3. Strategic Partnerships
- a. Jim Labeck (JL) shared about his experience at the Isabella Stewart Gardener museum in Boston, MA and how that facility structured strategic partnerships for its own benefit and community benefit too
 - i. Special Events; off-hours uses and membership revenue proved key
 - ii. Identified times when museum spaces could be leased, at times for a fee to cover costs, to community or corporate events
 - b. MU shared about the partnership strategy at MVVA's Brooklyn Bridge Park in NY.
 - i. Partners there had to be feasible, compatible with the public park and most crucially for Brooklyn - have a small footprint so as not to take-away from park land for all
4. Partnership strategy
- a. MPEC members note success of local examples - NCMA and Museum of Sciences transformation - as great and known examples of local partnerships where private money was used to create a new public amenity
 - b. MU shared MVVA idea for a specific and necessary partner to be created for Dix - a stewardship group tasked with enhancing and restoring the ecology of the site
 - i. MU shared how specifics about the site's existing condition could either be remedied or changed via an action by the stewardship partner
 - c. JL shared how partnerships necessarily change over the life of a park

Note: Meeting summary prepared by MVVA.