

Anderson Snow Park Master Plan

Task 1A: Kickoff Meeting Summary

Location: Hernando County Planning Department – Room 262

Date: December 18, 2019

Time: 9:00am

Summary

On December 19, 2019, Hernando County and the FSU Research Team held a kickoff meeting to start the Anderson Snow Park master planning process. As seen in the Kickoff Meeting Agenda attached on the next page, the FSU Research Team used this meeting to ensure they were on the same page with Hernando County planning staff and to develop a set of tangible next steps for FSU and Hernando County to collaboratively move forward.

After introductions, the scope of work was reviewed to ensure FSU and Hernando County had a mutual understanding of the project tasks and deliverables. Since the Master Plan is due in May, the project's relatively short timeline and the need to start gathering data and reaching out to stakeholders was discussed.

To begin to make progress on Tasks 1 and 2, the team then discussed the data that would be necessary to complete the project and where those data could be obtained. This included a discussion of quantitative data such as demographic data, map data, and an inventory of existing park features. However, the conversation focused on identifying organizations, partners, and groups that might be interested in participating in the master planning process and the kinds of data and insight they might bring to the process. Many organizations were identified such as the leagues that play at Anderson Snow, the Rotary club that has pledged a donation to build a splash park at Anderson Snow, the Chamber of Commerce, etc. As a result of that discussion, Hernando County planning staff were tasked with developing a comprehensive list of parks users and contacts that the FSU Research Team should include in all of the subsequent community engagement efforts. A full list of the organizations that were identified is included in the attached meeting summary notes.

After reviewing the scope of work, the project team discussed the first deliverable: park conditions report. Due in February, the park conditions report will provide an overview of the

park's existing conditions including an inventory of park facilities, an evaluation of park usage, a series of park maps, and an identification of barriers to redeveloping the park. As part of this discussion, potential community engagement strategies that could inform Deliverable 1 were also identified. In particular, it was agreed that a community survey would be a helpful tool to gauge public perceptions of the park's existing facilities and to begin gathering community ideas for the future of Anderson Snow Park. Ideas for questions that could be included in the survey questionnaire and how it would be distributed were discussed in detail.

Finally, the role that Hernando County staff would play in the project was discussed. FSU, with guidance from the County, would do most of the primary research, community engagement, and design work. The County would provide FSU with the supporting insight, guidance, data, and oversight necessary to successfully create the master plan. It was agreed upon that Hernando County and FSU would have weekly conference calls on Friday mornings, to ensure close collaboration throughout the project. Since the project has such a short timeline, it was agreed that the calls should be weekly instead of biweekly. In addition, Hernando County would take care of the community engagement logistics including identifying relevant stakeholders and identifying appropriate locations for community meetings.

Project Goals, Deliverables and Outcomes

Hernando County and Florida State University staff reviewed the Scope of Work for the Anderson Snow District Park Master Plan and agreed upon the following project goals, deliverables and outcomes:

Deliverable 1. Project Kickoff and Park Conditions Report

Florida State University Shall:

- Conduct a project kick-off meeting with the County to:
 - Identify and discuss opportunities, constraints and policy issues related to completion of the master plan,
 - Identify or confirm the project goals, objectives and possible outcomes,
 - Establish organizational responsibilities,
 - Finalize project schedule consistent with this Scope of Work, and
 - Identify key stakeholders to include the local Tourism Development Council, recreation advocacy groups.
- Prepare a written summary of the kick-off meeting that includes all items addressed in the meeting that are identified above and any other issues or concerns identified or discussed during the meeting.
- Conduct a review of the Anderson Snow District Park (the "Park") and prepare a Park Conditions Report that includes, at a minimum:
 - A narrative description of the Park.
 - An inventory of existing conditions, facilities and assets, including tourism-oriented facilities,
 - Identification of County zoning and land use restrictions on the use of Park property,

- Preparation of base maps and aerial photos of the Park and the potential 43-acre proposed Park addition,
- Preparation of data tables showing existing Park schedules, users and programs, and
- Identification of specific constraints that may impact the development and implementation of the master plan.

Deliverable 2. Needs Assessment Report and Public Involvement

Florida State University Shall:

- Solicit input from members of the public and other interested parties as follows:
 - Develop and distribute a community survey to determine residents' perceptions, opinions and interests related to the Park,
 - Compile results of survey preferences,
 - Hold a minimum of 1 stakeholder group interviews with the stakeholders identified in Deliverable 1 of this scope of work to share and discuss survey results and solicit stakeholder group ideas and opinions regarding Park needs, and
 - Conduct a minimum of 1 advertised public visioning workshop(s) to obtain community input on a vision and design concepts for future use of the Park.
- Prepare a Needs Assessment Report that shall identify the recreation needs and priorities for the Park, and that shall at a minimum:
 - Include photos and a map of the Park,
 - Identify specific needs to improve the Park, including needs related to tourism-oriented uses, and, for all identified needs, determine the level of investment, general location, tourism potential, economic potential, recreation opportunities, and future growth,
 - Evaluate and prioritize needs based upon level of investment, general location, tourism potential, economic potential, recreation opportunities and future growth,
 - Evaluate the conditions of existing park facilities, and
 - Evaluate the potential of using public-private partnerships to develop the Park or specific components of the Park.

Deliverable 3. Anderson Snow District Park Master Plan

Florida State University Shall:

- Prepare an Anderson Snow District Park Master Plan based on the information, input and assessments obtained or undertaken in Deliverables 1 and 2 above that includes each of the following components:
 - The vision for the Park,
 - Potential uses and activities, including tourism-oriented uses, for both the developed Park and the proposed 43-acre addition to the Park,
 - A narrative of design concepts for both the developed Park and the proposed 43-acre addition to the Park,
 - Identification of specific park facilities and elements desired by stakeholders and the public to support the overall vision for the Park,
 - Graphics, conceptual drawings and design alternatives that illustrate the location and space layout for the proposed park facilities and elements, including tourism-oriented uses, and
 - Specific actions and a long-term phasing plan to implement the Anderson Snow Park Master Plan.
- Present the Anderson Snow Master plan to the Hernando County Board of County Commissioners for review and acceptance.

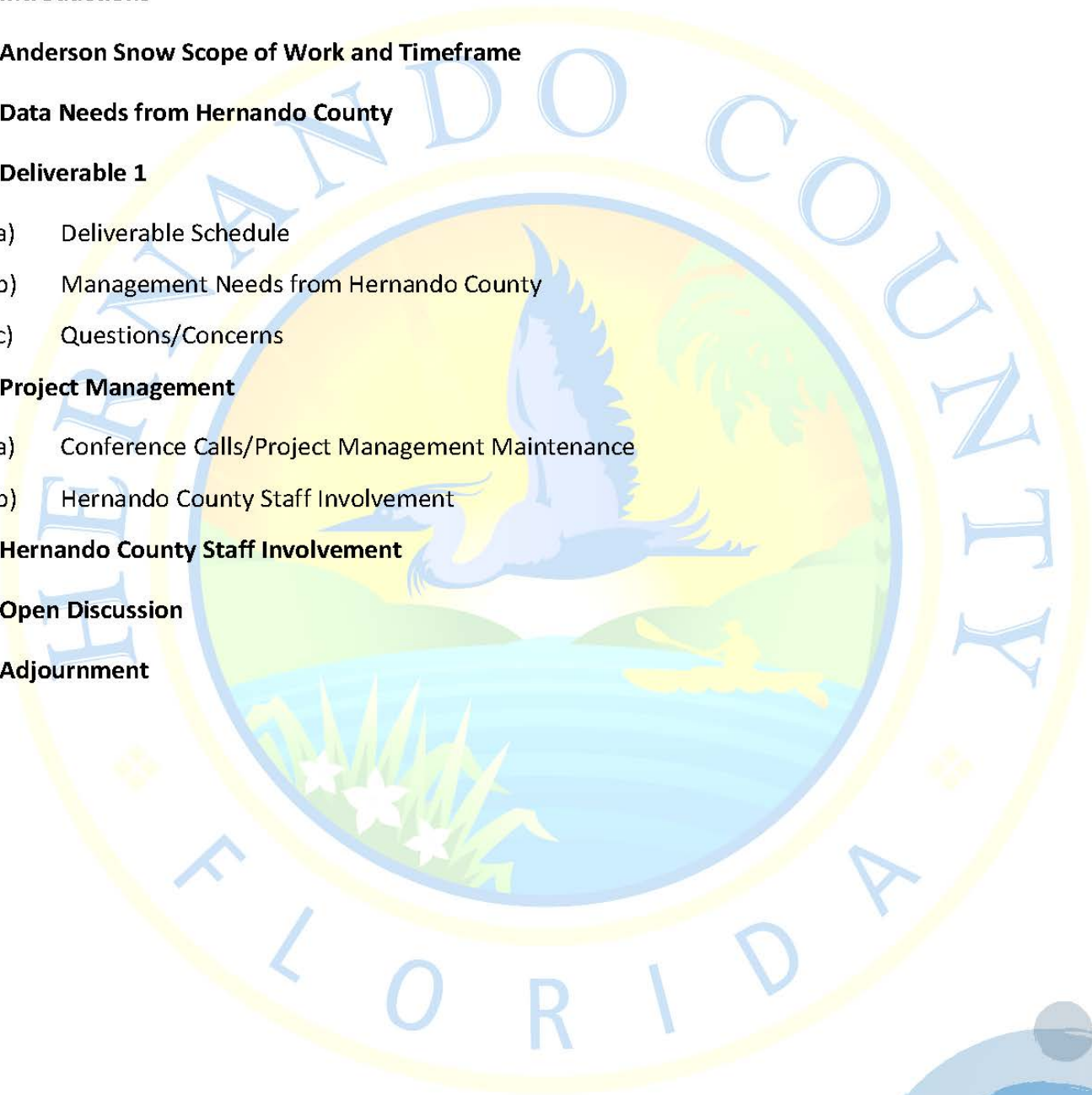
Action Items:

- **Hernando County**
 - Develop list of stakeholder organizations to include in the public engagement process
 - Identify potential dates and locations for community meetings
 - Schedule weekly conference calls
- **Florida State University**
 - Gather baseline demographic data
 - Begin developing a community outreach strategy including a draft survey questionnaire
 - Draft stakeholder invitation email
 - Schedule weekly conference calls



Meeting Agenda

- I. Introductions**
- II. Anderson Snow Scope of Work and Timeframe**
- III. Data Needs from Hernando County**
- IV. Deliverable 1**
 - a) Deliverable Schedule
 - b) Management Needs from Hernando County
 - c) Questions/Concerns
- V. Project Management**
 - a) Conference Calls/Project Management Maintenance
 - b) Hernando County Staff Involvement
- VI. Hernando County Staff Involvement**
- VII. Open Discussion**
- VIII. Adjournment**



Summary of Anderson Snow Kickoff Call Data and Project Management Needs

List of Park Users and Contacts:

- League and park user organizations
- Rotary Club
- Kiwanis Club
- Hits 106
- Chamber of Commerce
- Friends of Hernando County Parks and Recreation
- Sara Duncan
- City of Brooksville Parks and Recreation
- School District
- Tourism Development Council
- Bicycle Tourism Group
- Local bike/running stores
- Walking Groups
- Event organizers
- PHSC
- Girl Scouts
- Boy Scouts
- Youth Groups/Ministerial Association
- Manufacturers and employees
- Local private schools
- Current park sponsors
- Top Contenders gymnastics
- United Way of Hernando County
- Hernando County Health Department
- Achilles
- IFAS
- Hernando County Sheriff's Office
- The YMCA
- Boys and Girls Club

Hernando County Project Management Responsibilities:

- Hernando County staff to set up locations for public workshops
- Weekly project management meetings (set up and invitation sent out via Outlook)

Additional Data Needs:

- Parks and Recreation Website: <https://www.hernandocounty.us/departments/departments-n-z/parks-and-recreation-1697>
- Coast to Coast Trail Connection maps
- GIS layers – FSU to specify which layers needed and provide FTP site