



Brainerd Park Board Agenda Request

Requested Meeting Date:

Title of Item:

<input type="checkbox"/> INFORMATION ONLY <input type="checkbox"/> ACTION REQUESTED	Action Requested: <input type="checkbox"/> Direction Requested <input type="checkbox"/> Discussion Item
Submitted by:	Department:
Presenter (Name & Title):	Estimated Time Needed:
Summary of Issue:	
Alternatives, Options, Effects on Others/Comments:	
Recommended Action/Motion:	
Financial Impact: <i>Is there a cost associated with this request?</i> <input type="checkbox"/> Yes <input type="checkbox"/> No <i>What is the total cost, with tax and shipping</i> \$ _____ <i>Is this budgeted?</i> <input type="checkbox"/> Yes <input type="checkbox"/> No <i>Please Explain:</i>	

From: [Paul Sandy](#)
To: [Kevin Yeager](#); [Dale Parks \(dparks45@yahoo.com\)](#); [Kara Schaefer](#); [Tim Boeder](#); [Troy Rushmeyer](#)
Cc: [Katie Kaufman](#); [Troy Harris](#); [Lindsey Kriens](#); [Mike Angland](#); [Jennifer Bergman](#)
Subject: Design Standard Kickoff Meeting Preparation - Special Park Board Meeting - Tuesday April 13, 2021 at 4:00 PM
Date: Tuesday, April 6, 2021 3:01:00 PM

Goodafternoon Park Board members!

In preparation for our meeting next week, we all wanted to get your creative juices flowing so that our meeting is the most productive it can be. We have a few open ended and broad questions to ask you, and ask that you come prepared with your thoughts at the meeting.

1. What is your overall mission or goal as it relates to the Park system? Do you want an awesome brand? Do you want the best field and athletic facilities in Minnesota? Do you want great green spaces? We want to hear what your biggest priorities are to help guide our discussion.
2. What amenities (new or old) are your favorite in the parks? What would you like to see more of? What things do you not like in our parks or wish would go away for good?
3. When we are talking about branding and standards, we like to talk about durability and longevity of the products we are using. Do you have ideas for interior and exterior products you like/have had success with in the past?
4. What do you think of our current brand? Does it need updating (i.e. fonts/signage/wayfinding/etc.). We would like to build this design standard off of the brand that you all agree on is best moving forward.
5. How involved would you like to be in this process? We have identified two meetings, a kickoff and a final presentation, for this document. We welcome active input during the phase between meetings, but want to know how or how much you would like to be involved after this session and leading up to the presentation when the standards are completed.

I know we are all really excited for this process and look forward to working with you to come up with our future look and feel within the parks. The Widseth staff will have real like examples of documents they have prepared for other entiites and agencies through their work, but this process is really about what you would like to see. Please think about these questions above and we look forward to hearing from each of you at the meeting next week!

Widseth has also been provided the Park surveys that you all completed to get a handle on some of these issues that you have already identified through your walkthroughs of each Park.

Let me or Katie know if you have questions.

Paul G. Sandy, P.E.

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