

MEETING MINUTES

RECORDED BY: Melonie Trang

MEETING PURPOSE: PRC Special Board Meeting

MEETING DATE October 27, 2010
AND LOCATION: Community Center



ATTENDEES: PRC Board Members:
Tom Iverson, Rick DeVore, Catherine Grott, Margy Bonner,
Rachel Cox, Todd Royal
PRPL Staff Members:
Mike Whitaker, PRPL Director
Jon Thompson, Park Superintendent
Mark Jarvis, Park Planner
Kory Thomson, Recreation Supervisor

I. MEETING CALLED TO ORDER

Chairman Tom Iverson called the meeting to order at 11:40 am.

A. INTRODUCTIONS

Special guest John Brewer of the Billings Chamber of Commerce

B. ADDITIONS TO THE AGENDA

Board member Margy Bonner brought to the attention of the board and staff the huge erosion problem out at Phipps Park. She said she was made aware of the issue by City Council member Ed Ulledalen. She and Mr. Ulledalen have discussed having a volunteer workday next spring to fix the problem. Ms. Bonner thought the city would need to provide the heavy equipment to do some of the contouring.

Mr. Whitaker said he and Park Superintendent Jon Thompson have discussed the problem and they are looking at coming up with a plan to manage the situation.

I. DIRECTORS REPORT

None

I. PUBLIC COMMENT

None

II. NEW BUSINESS

A. Mission and Vision Statements:

Mr. Whitaker introduced special guest John Brewer from the Billings Chamber of Commerce. Mr. Brewer was there to lead staff and board in developing the departments' mission and vision statements and core values. Mr. Whitaker said based on his research this department has never had a vision or mission statement.

Mr. Brewer started off by explaining that a mission statement is to say who we are today, who we are serving, and what is the fundamental purpose of our organization. The mission statement is to connect the present and future. It needs to be something the organization can accomplish; it needs to be motivating and have the right words to catch people. He said it needs to be factual, to the point, short and clearly understandable.

He explained the vision statement describes what an organization is striving to become in the future. The vision should be realistic and achievable.

Mr. Brewer stated that without a guiding vision and mission statement, it is hard to have the clarity and group consensus on what you want to achieve and where you are going to be heading in the long hall.

Mr. Brewer explained that core values sets the tone, it says who you are and how you operate. He gave suggestions for core value words: integrity, honesty, teamwork, excellence, quality, and respect.

Mr. Brewer had the staff and board break up in two groups to discuss ideas for the mission statement. From the groups the following two general statements were given: *"Preserve, Protect, and Promote (natural features) while maintaining parks and programs; to enhance the quality of life in the community."* *"To be leaders in providing quality parks, facilities, and recreation programs through the stewardship of community resources for the enjoyment, well being, and inspiration of present and future generations."*

The groups gave the following words reflecting the "Fundamental Purpose": *Preserve, enhance, protect parks/trails/cemetery/water, quality of life, sustainability, accountable, partnership, benefits-economic/health, sense of place, usage, activities, facilities/health/art culture, history/culture, stewardship, recreational /leisure, enjoyment, and promote.*

The groups gave the following words reflecting the "Who" we want to reach/affect: *Community kids/adults, city, visitors, country, and region.*

The staff and board gave the following words for the vision statement: *pre-eminent, excellence, diverse, the best and livability.*

Statements made for the vision were: *"Pre-eminent Parks and Recreation services."* *"To provide pre-eminent park and recreation facilities."*

Mr. Brewer recommended that once the mission and vision statements have been formally adopted, they should be seen on business cards, board agendas, and websites sending out the message to the community on who we are and what we are about.

The meeting closed with Mr. Whitaker setting up a meeting with Jon Brewer, board members Margy Bonner and Catherine Grott along with several staff members to continue discussion and development of the mission and vision statements and core values.

I. ADJOURNMENT

1:05 pm