

Inviting Space Committee Meeting
January 20, 2021, 12:00 pm

(Meeting is being held online due to the ongoing COVID-19 pandemic)

Meeting Minutes

Present:

Susie McKinnon, Chair

Naomi Maisel

Blair Czarecki

Hunter Franks, TLCBD Director of Inviting Staff

Cyntia Salazar, TLCBD Assistant Director of Inviting Space

Rene Colorado

Cindy Ramesh

Rick Darnell

1. Call to Order

H. Franks calls the meeting to order at 12:01pm.

2. Public Comment on Agenda Items

None

3. Update and Discussion: Inviting Space Updates

H. Franks shares updates on staffing changes including promotion of Cyntia Salazar to Assistant Director of Inviting Space, hiring of Park Captain Manager, and creation of Park Captain Lead positions.

4. Update and Discussion: Inviting Space Review + Reset

H. Franks presents data of Daily Average Park Visitors. N. Maisel asks if we know that people are visiting are residents, visitors, etc? C. Salazar responds that most visitors are residents.

H. Franks presents Theory of Change which was created a year ago and shares out whether the theory has resulted in actual outcomes. R. Darnell suggests surveying kids to see what type of programming they like. He also suggests adding a line to the Theory of Change that says “if we work with partners then...” S. McKinnon suggests that we add a line about “If there are no positive activations then there is negative activity.” H. Franks to look at adding De-escalation data from Urban Alchemy to this line.

C. Ramesh asks if we are inviting media to events, if we have a press list. Franks responds that we do and to make greater effort to invite media.

B. Czarecki mentions that her org’s youth groups use parks a lot and asks if we can invite more youth groups to parks.

R. Darnell suggests adding line about more job creation.

C. Ramesh suggests reaching out to businesses when there are things like tree planting.