Marketing/Partnerships

Recommendation

Subject: Public Outreach / Education / Engagement

Date: August 11th 2017

The PAB Marketing and Partnerships sub committee is recommending that PAB set a strategic objective for public outreach and education. As park advocates representing our communities' needs it is important to stay connected (outreach should not be limited to comp plan input or park build kick off activities). By staying connected with the community on a regular basis it will allow PAB members to remain closely aligned with key areas of importance to our constituents.

Engagement opportunities can generate community enthusiasm and appreciation for our parks, trails and open spaces. They can also promote meaningful partnerships, volunteerism, funding support, collaboration and true communication. Building PAB name / function familiarity with the public is important and is a great time to also educate them on the park resources at their disposal.

This team is suggesting that PAB plan to participate in 3-4 public outreach activities each year. Partnerships with other PAB's for supporting these events would enhance relationships and support a cohesive support system for Clark County.

Motion: PAB support community outreach at a minimum of three community events in the next 12 months. Start by staffing a table at the CCSO Safety Complex Open House located at 505 NW 179th Street on September 16th.

Staffing Options for September 16th open house runs from noon to 4 pm

Four members for staffing 2 ½ hour shifts

11:30 – 2:00 pm	Set up and staff table
2:00 - 4:30 pm	Staff table and tear down

Six members for staffing 2 hour shifts

11:30 – 1:30 pm	Set up and staff table
1:00 – 3:00 pm	Staff table
2:30 - 4:30 pm	Staff table and tear down

Target audiences:

- General public
- Neighborhood Associations and leaders
- Sports leagues and other user groups
- Environmental / conservation groups
- Volunteers

Event candidates:

- Clark County Fair
- CCSO Safety Open Houses
- Farmers Markets
- Clark Public Utilities Stream Team Earth Day Celebration
- Ester Short Park – many event opportunities

Table set up and information availability:

- Set up area
    - Table (if not supplied by event)
    - Table Cloth
    - PAB Banner
    - Easels

        - Large map of parks
        - Large map of trails (esp the L&C trail plan)
        - Collage of park pictures / volunteerism
    - Display frames
    - Freebie item if available (e.g. pencils, cc pins or at a min candy dish)
    - Box of support items (tape, clothes pins/clamps, scissors etc.)
    - Information support / cheat sheets
        - PROS plan
        - List of parks / park amenities
        - List of current park projects
        - List of Councilors – contact info
        - List of Parks staff (org chart and contact info)
        - List of PAB members
- Information
    - Park & trail maps
    - Volunteer sign up sheets or information brochure on how to sign up
    - How to reserve a shelter, locate a park or park amenity
    - List of upcoming volunteer events
    - You are invited – next PAB meeting info
    - Park Advisory board informational brochure (if approved by board)