

## MASTER PLAN COMMITTEE MISSION MEETING

<b>Meeting Information:</b>	
Title or Purpose:	Master Plan Committee – Consultant Mission Meeting #1
Date and Time:	10/26/2021 @ 8:00am to 12:00pm
Location:	Moncrief Garden Center, Redbud Conference Hall
Invitees/Attendees	<b>Dennis Shingleton, Bob Byers, Ennis Anderson (EA), John Avila, Ed Bass, William (Billy) Brentlinger, Steve Brauer, Dana Burghdoff, Ralph Emerson, Leticia Esparza, Tracy Friday, Peter Fritsch (PF), Craig Hamilton, Judy Koslow, L A Moncrief, Debbie Morrison, Patrick Newman (PN), Elaine Petrus, Debbie Reynolds, Terry Siegel, Dan Villegas, Harvey Yamagata, Jing Yang, Richard Zavala, Sandra Youngblood, Isaac Cohen, Tary Arterburn (TA), Andrew Duggan, Michael Bennett, Gwendolyn Cohen, Dan Murphy (DM), James Day, Marilyn Gilbert, Charles Denison, Nick Hartman, Lori Ticknor</b>
Notes Taken By:	Hannah Rodriguez
<b>Meeting Agenda:</b>	
<b>1. Introduction and Welcome</b>	<b>Name:</b> PN, TA
<b>2. Strategic Plan and Three Year Goal Overview</b>	PN
Break	-
<b>3. Introduction to Transformative Goals Exercise</b>	DM
<b>4. Further Exploring Five Transformative Goals – Goal #2</b>	EA
<b>5. Further Exploring Five Transformative Goals – Goal #1</b>	PF
<b>6. Summary Conversation</b>	DM, PN
<b>Meeting Notes:</b>	
<ul style="list-style-type: none"> <li>- Introduction               <ul style="list-style-type: none"> <li>o PN speaks on the goals of the Master Plan to provide solutions for contextual concerns of the Strategic Plan, expanding the research capacity, and attracting more visitation from a wider audience. Candid feedback is encouraged.</li> <li>o TA introduces the main goal of the purpose of the consultant team is to develop a Master Plan that is our Strategic Plan manifested as place.</li> <li>o Attendee introductions are made.</li> </ul> </li> <li>- Timeline (TA)               <ul style="list-style-type: none"> <li>o Consultant will be conducting discovery and fact-finding meetings with staff and stakeholders until January.</li> <li>o Concept introductions and Schematic interpretations with stakeholders and the public will begin in early 2022.</li> <li>o Final Master Plan package will be delivered for City review/approval by the end of 2022.</li> </ul> </li> <li>- Concept Overview (TA)               <ul style="list-style-type: none"> <li>o Reviews proposal concepts to gather collaborative feedback                   <ul style="list-style-type: none"> <li>▪ Concepts highlighting site history, geographic context, and access introduced several opportunities to enhance the arrival &amp; entry sequence, pedestrian circulation experience, parking capacity, and display quality. To accomplish this, consultants proposed preserving successful gardens, improving low-performing gardens, and developing under-utilized acreage of the campus.</li> </ul> </li> </ul> </li> </ul>	

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- Highlights the value of community engagement for the success of the plan
  - Community feedback will help inform site programs that accommodate different perspectives of beauty and functionality to attract a wider guest demographic. This feedback will also inform a hierarchy of importance to inform phasing of implementation.
  - Community buy-in will generate excitement for the outcomes of the garden rather than annoyance of the disruption once construction projects begin.
- Strategic Plan & Transformative Goals Overview (PN)
  - Mission: to explore, discover, and engage
  - Vision: to be renowned globally and treasured locally for influential research, horticulture, and education
    - PN emphasizes that this Master Plan has the opportunity to capitalize on ways the garden can be the open gateway for the public to engage with BRIT research and conservation.
  - Transformative Goal Overview: 10-Year Goals for each main function of the organization:
    - Goal #1 to focus on Research initiatives including biodiversity conservation, scientific discovery, and global program recognition.
    - Goal #2 to focus on guest experience initiatives including increasing both quantity and range of guests.
    - Goal #3 to focus on horticultural initiatives including quality and creative improvement of garden displays.
    - Goal #4 to focus on educational initiative including expanding programs to inspire positive environmental action.
    - Goal #5 to focus on infrastructural initiatives including investing in staff, volunteers, facilities, and financial solicitation.
  - Review of the *Top 12 Three-Year Goals* for the organization.
  - Feedback was given on some additional goals to be included (i.e. a rebranding of FWBG|BRIT). The committee additionally provides feedback on more inclusive phrasing of the mission statement and the removal of numerical presentation for goals to avoid connotating a hierarchy of importance among initiatives.
- Group Brainstorming Exercise: What does success look like for FWBG|BRIT? (DM)
  - DM suggests that success could look like curating an experience that attracts, welcomes, motivates, moves, renews, creates destination, and brings closure and connection. In terms of our organization, this is communicated through the initiative to inspire guests to change through the gift of emotional souvenirs.
  - Attendees are invited to write out feedback on the meanings and outcomes of the mission words of explore, discover, and engage.
- EA reviews details of the plans and opportunities involved with Strategic Goal #2:
  - The Committee is prompted to share what they consider to be barriers to attendance and a welcoming atmosphere. Committee is additionally prompted to provide feedback on the role of play. Results below are highlighted and further discussed:
    - Signage should communicate an open environment and a garden of “yes”.
    - The garden should include aesthetics of the cultural mosaic in Fort Worth to insight interest, a sense of ownership, and a feeling of belonging in the garden. Culturally appropriate displays and a less formal/foreboding entry could increase impressions of access.
- PF reviews details of the aspirations and opportunities involved with Strategic Goal #1
  - The Committee is prompted to provide feedback on the degree to which research goals are expressed and implemented in the Master Plan. Results below are highlighted and further discussed:
    - By telling the story of research discoveries throughout, research connects local culture with the global environment, distinguishing the garden as unique.
    - Research is the foundation of engagement with the imperatives of our mission. It’s the key to inspiring the action that fuels our goals.
- Summary and Closing Remarks (TA, DM)
  - Studio Outside team has gained valuable insights and has gleaned that careful balance is needed to preserve the unique value of both research and horticultural endeavors.

<b>Action Items:</b>	<b>Name:</b>	<b>Due Date or Status:</b>
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		(e.g. Completed, WIP, Ongoing)
1. Communicate the Strategic Plan feedback to the appropriate committee and make changes as needed.	PN	Next Week
<b>Next Meeting: November 18<sup>th</sup>, 2021 8:00am</b>		