



Mayor's Parks and Recreation Advisory Committee

Mission of the Committee: *The mission of the Mayor's Parks and Recreation Advisory Committee is to lead the restoration and enhancement of recreational experiences in the city of Kenner. Through strategic planning, community engagement, and innovative initiatives, we aim to rebuild and transform our recreational infrastructure and programs. With a focus on inclusivity, sustainability, and excellence, we strive to create a vibrant and thriving community where individuals of all ages and abilities can flourish, fostering a sense of belonging, promoting active lifestyles and good health, and creating spaces that inspire connection. We seek to forge a stronger, more vibrant community where every individual can rediscover the joy of recreation.*

Kenner Recreation Department Mission Statement:

The Kenner Recreation Department is dedicated to enriching the lives of our community members by providing accessible, inclusive, and diverse recreational opportunities. We strive to foster a sense of belonging, promote physical and mental well-being, and cultivate a spirit of unity among residents of all ages, backgrounds, and abilities through innovative programming and community partnerships. We seek to forge a stronger, more vibrant community where every individual can rediscover the joy of recreation.

The committee process is expected to take six to eight months. Members will be appointed by the Mayor. Council input is welcome from all members.

The committee shall produce a report summarizing the tasks and recommendations of the four committees, and a five-year strategic plan. At least one round of public review of a draft strategic plan shall be conducted including on line review and public hearing. The strategic plan will include annual objectives and strategies and is intended to become a working document.

The Deputy CAO of Operations and Communication will be the Mayor's representative and liaison to City of Kenner departments. Project technical assistance and support is anticipated in the areas of IT, community services, finance, planning, general services, communication and, of course, recreation.

Four subcommittees will be established. Each will include the Kenner Parks and Recreation Director or Assistant Director as an ad hoc member. The committee chair will be ad hoc to all subcommittees. There will be a steering committee composed of the chairperson, parks director or assistant director and the four committee chairs. Committees will meet monthly or as needed at times determined by the committee. Focus groups may be utilized or included in plans. Committees and their tasks are as follows.

In making decisions, the Mayor and staff will consider general citizen comment, advisory committee recommendations, staff recommendations, administrative priorities and goals, research and background information, and individual Council perspectives. We expect to receive recommendations from advisory committees that reflect the individual and collective knowledge and thinking of the committee, particularly from a citizen perspective. There also may be times when your advisory committee's recommendations will not prevail or will be modified by the Administration. It is important to recognize that this is not a rejection of the integrity of the recommendation, but is an inevitable part of the process of municipal decision making where a variety of views, perspectives, and recommendations are considered.

Community Engagement Committee

Engage the public from the beginning. Develop information on wants and needs including young families and youth, adults and seniors. Information developed will assist the Parks Development Committee and the Program and Events Committees.

1. Design and conduct an online community need survey that informs the Parks Development and Program Committees. Utilize other methods of community engagement such as social media engagement, push cards with QR code to survey, PTA presentations, and pop-up surveys at parks and recreation events and activities. Include promotion of community health.
2. Develop planning data including
 - a. Community health surveys and assessments as may be available from Ochsner.
 - b. Census data
 - c. Identify neighborhoods or areas of the city that may be underserved.
3. Evaluate website technology that supports parks and recreation.
4. Develop recommendations for continuous performance improvement including participant satisfaction surveys.
5. Expand volunteer base through a performance improvement approach including projecting volunteer opportunities, recruitment, screening, development and retention.

Finance Committee

Evaluate existing finances, serve as clearinghouse for additional financial needs and explore potential new financial resources.

1. Review operating and capital budgets. Review organization chart of funded positions. Identify support services from other Kenner departments including maintenance, IT and grants writing services. Identify capital project funds and claim payments from insurance and/or FEMA that are resources to meet capital needs.
2. Compare Kenner staffing, budget and park land to benchmark information from the National Parks Association. Review historical budget trends for Kenner Parks and Recreation.
3. With city finance director, identify revenue accounting and reporting, including but not limited to rentals, participation fees and donations.
4. Using a SWOT approach evaluate;
 - a. Opportunities to increase revenue and services through user fees, sponsorships, concessions and donations
 - b. Opportunities to expand and utilize volunteers and fund raising through booster clubs or other non-profits.
 - c. Capacity to apply for private and government grants.
 - d. Cooperative Endeavor Agreement with a 501C3 to gain grants, fund raising and donations.
5. Serve as hub for a priority listing where additional resources are needed. Coordinate with fiscal year budget process. By year, assist in the evaluation of the following.
 - a. Proposals for capital needs.
 - b. Proposals for new and expanded programs where additional resources are required including estimated expense and revenue.

Parks Development Committee

1. Inventory of all city parks, recreation land and gyms, including city owned green spaces that are not in use. For each site include building profile, land/lot plot description and size, available field configurations, operating status and current programs/activities. Include information on parking, lighting, accessibility, restroom facilities, concession stands, shade structures, and features such as playground and exercise equipment. For each site assess general condition, inspection and maintenance and planned improvements.
2. SWOT analysis with JP Parks on parish resources near Kenner that serve, or may take on a new or expanded role to meet program needs of Kenner residents, including Lafreniere Park, Delta Playground and Mike Miley. Conduct similar review with the Pontchartrain Center including opportunities for activities for Kenner residents and those that may draw additional tourism.
3. Evaluate sustainability and economic impact of improved parks and recreation facilities. Review reservation systems for reserving parks facilities and managing revenue.
4. Develop a prioritized list of projects where additional funding is needed. Report current fiscal year improvements completed, funded and underway.
5. In coordination with other committees create a five-year plan to develop and improve parks and recreation facilities including tournament fields, trails, green space and bike paths. Identify strategies needed for years 2-5 such as create a feasibility study, utilize a focus group or acquire funding for a project. Examples of strategies may include a master plan for development of the lakefront, or a landscape architect for development of City Park.

Program and Events Committee

In coordination with other committees, develop a draft strategic plan for quality and affordable programs across Kenner for youth, adults and seniors including sports leagues, fitness classes, cultural events and special holiday programs.

1. Conduct a thorough assessment of Kenner's parks and recreational programs and services. Understand strengths, weaknesses, opportunities and threats.
2. Look for opportunities with other community stakeholders.
3. Prioritize needs identified through community engagement including the on line community survey. Conduct focus groups where indicated. Consider feasibility including whether achievable within the current budget and sustainability, the ability to continue programs long term given financial resources.
4. Coordinate recommendations with the finance committee.
5. Develop a five year plan with detailed measurable objectives (SMART GOALS) for the first year and strategies for years 2-5.