

On April 8 and May 7, 2021, the following Task Force members gathered for a facilitated strategy sessions. **This is a summary of the results of those sessions and is to be utilized by the City of Edmond for internal, institutional knowledge purposes only.** Participants were

- Alex Allen (Arcadia Lake Commission/Kayaking), Vicki Jackson (Parks & Recreation Advisory Board) attended for 1.5 hours via zoom, Katrina Shaklee (UCO Boathouse), Councilor Josh Moore, Kurt Sampley (Bike Edmond), Kade Copeland (fishing), Harshil Patel (lodging), Damon Springer (OK Department of Wildlife Conservation), Terri Folks (equestrian), Richard “Mike” Johnson (hunting), Justin Wishon (RV/Camping), and Tina Lovato (RV/Camping).
- Chris Palmer (commercial real estate) Caleb McCaleb (business representative), Carla Hill (community representative), and Gill Barnett (equestrian) were unable to attend.
- Other members of the public and City Staff also attended.
- Shelley Cadamy and Gene Hopper with The Mettise Group facilitated the session.

Councilor Moore and Jennifer Seaton, Director of Visit Edmond welcomed the Task Force, then introduced Gene Hopper and Shelley Cadamy with The Mettise Group, who led the session.

The **agenda** for the day, to which all participants agreed, follows:

- Welcome
- Overview of the Process
- Connection
- Survey Findings
- Mission Work
- Values and Principles Work
- Vision Casting
- Wrap Up

The group agreed on the following **rules of engagement** for the session:

- Perfect is the enemy of good enough.
- Courage/presence
- Challenge the facilitators
- Silence implies agreement
- Take breaks, eat food, drink coffee!

The facilitators then asked task force members to participate in small group work to help them become connected with one another and create trust. They answered the following questions:

1. What was your most significant experience at Arcadia Lake?
2. How valuable a session do I plan for this to be?
3. What do you want from this session?
4. What results am I secretly hoping for?

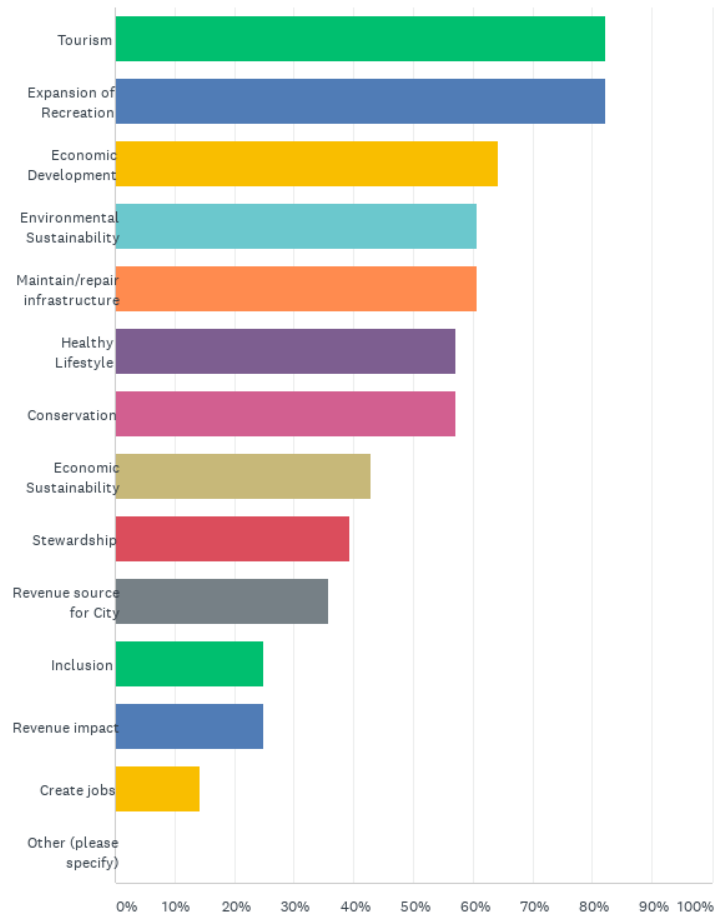
One member from each small group shared the results with the larger group.

The facilitators then shared the Reservations that were uncovered via the surveys, prior to the strategy session, which follow:

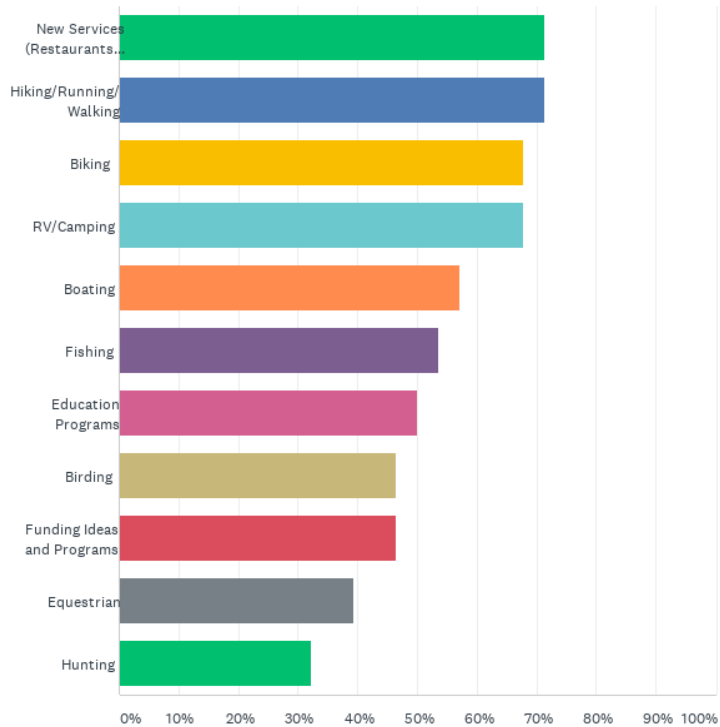
- Balancing development and sustainability
 - The difficulty in developing long range planning while maintaining sustainability.
 - Commercialization of the lake area
 - Overdevelopment
 - The impact on the natural resources
- Repair and maintain infrastructure versus new things
 - Focusing too much on the "New" and not enough on improving what we have and considering infrastructure
- All Voices Heard
 - People focusing on what they want instead of the greater good.
 - Resistance from individuals that may not fully embrace the new concept
 - Too many people with ideas. Some ideas will not be good ideas and feelings could be hurt. We cannot do everything for everyone.
 - That all voices will be heard.
- Funding
 - Money!! Even to "freshen up" facilities...will take millions.
- Follow Through
 - That it will be applauded by the Council and shelved.
- Ensure we keep momentum and 5-year Development plan
 - Will anything actually be done?

The facilitators then share the Values & Constraints uncovered via interviews as well as the desired “buckets” of services:

ARCADIA LAKE TASK FORCE STRATEGY OVERVIEW



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The facilitators then shared the proposed mission, based on the interviews of Task Force members done prior to the strategy session.

The proposed mission was, "Create a vision for Arcadia Lake that will improve the visitor experience and increase tourism while having the least damaging impact on the lake and its ecosystem, enhancing the value and joy of Arcadia Lake for years to come."

The facilitators used various methods to ensure everyone in the room was heard and provided feedback regarding the Mission Statement and arrived at consensus around the following final Mission Statement for the Task Force:

Create a vision for Arcadia Lake that provides a quality outdoor experience for diverse recreation while promoting environmental stewardship.

The facilitators then asked Task Force members to do small group work around the Values that were determined via surveys prior to the session. They confirmed the following values, with a champion for each, who will work to further define via engagement with their informal subcommittees after the session.

ARCADIA LAKE TASK FORCE STRATEGY OVERVIEW

Value	Champion
Tourism	Tina & Justin
Recreation & Healthy Lifestyle	Alex
Economic Development/Revenue Generation/Economic Stability	Josh Moore
Infrastructure/Technology	Kurt
Stewardship/Conservation	Mike
Edmond Standard	Josh
Accessibility & Inclusion	Katrina
Awareness & Promotion	Terri
Education	Kade

The facilitators then asked Task Force members to split into groups to do vision casting around the “buckets” of services. Task Force members were asked to create priorities, dreams, and aspirations for each “bucket” of services, which they did. Those “buckets” follow:

- Fishing
- Equestrian
- Hunting
- RV/Camping
- Boating
- Hiking/Running/Walking/Biking
- Birding
- New Services/Education

The Leads for each “Bucket” follow.

Bucket	Lead
Fishing	Kade
Equestrian	Terri
Hunting	Mike
RV/Camping	Tina/Justin
Boating	Alex
Hiking/Running/Walking/Biking	Kurt
Birding	Vicki (volunteered after the session)
New Services/Education	Josh

The wrap up included next steps:

- “Bucket” leads will engage with their informal sub-committees to get feedback on the priorities, dreams and aspirations that were created by the group.
- “Bucket” leads will define the values via google doc. Other Task Force members will review and tweak those definitions.
- Councilor Moore and Jennifer Seaton will reach out to those who were unable to attend to get them up to speed.
- The Mettise Group will create a poll to determine the date for the next strategy session.

On May 7, 2021, the following Task Force members gathered for a second facilitated strategy session.

- Chris Palmer (commercial real estate), Caleb McCaleb (business representative, Gill Barnett (equestrian), Vicki Jackson (Parks & Recreation Advisory Board), Katrina Shaklee (UCO Boathouse), Councilor Josh Moore, Kurt Sampley (Bike Edmond), Kade Copeland (fishing), Harshil Patel (lodging), Damon Springer (OK Department of Wildlife Conservation), Richard “Mike” Johnson (hunting),
- Carla Hill (community representative), Alex Allen (Arcadia Lake Commission/Kayaking), Terri Folks (equestrian), Justin Wishon (RV/Camping), and Tina Lovato (RV/Camping) were unable to attend.
- Other members of the public and City Staff also attended.
- Shelley Cadamy and Gene Hopper with The Mettise Group facilitated the session.

Councilor Moore and Jennifer Seaton, Director of Visit Edmond welcomed the Task Force, then introduced Gene Hopper and Shelley Cadamy with The Mettise Group, who led the session. They shared the following agenda:

- How did we get here?
- Committee presentations
- Values presentations
- Funding discussion
- Execution discussion
- Messaging – how do we talk about this work in the community?
- Wrap-up

The facilitators then reviewed the previous strategy session and the results.

The “bucket” Leads then presented on what feedback they had received from their informal sub-committees and made changes based on that feedback to which the larger group agreed. That information follows:

ARCADIA LAKE TASK FORCE STRATEGY OVERVIEW

Birding

Priorities	<ol style="list-style-type: none"> 1. Binocular rentals, stands, and scopes 2. Bird view blind (Consultant note: Per Nicole, the Arcadia Lake manager, this already exists.) Especially with feeders and/or drip pond and landscaping/native plants that are bird food including a hummingbird garden.
Aspirations	<ol style="list-style-type: none"> 1. Consistent signage 2. Education 3. Create bird app and/or integrate Arcadia Lake information in already established apps like iNaturalist & ebird. Project for Lake Arcadia which would combine all sightings in one place on the app. <ol style="list-style-type: none"> a. Photography (dedicated area for this) b. Classes 4. Promote birding opportunities

Boating

Priorities	<ol style="list-style-type: none"> 1. Litter control/water access. (Consultant's note: The City is in the midst of implementing a litter control/water access solution, so we moved this from "uncategorized" to "priorities.") Flood debris trap needed. 2. Dredging (Work with Army Corps)
Aspirations	<ol style="list-style-type: none"> 1. More/improved boat ramps/dock/parking 2. Fuel access (small marina/tackle access) 3. For motor-powered vehicles <ol style="list-style-type: none"> a. Restaurant shop – fuel, ice, tackle, beverages b. Boat ramp updates <ol style="list-style-type: none"> i. Bigger courtesy docks ii. 3-4 slips per dock 4. For people-powered boats <ol style="list-style-type: none"> a. More dedicated boat launching areas b. More ADA accessible docks with appropriate parking and pathways. 5. Resolve boat slip issue with the corps of engineers
Dreams	<ol style="list-style-type: none"> 1. Technology aids (reserve a spot on the lake online/150 limit/map)

Camping

Priorities	<ol style="list-style-type: none"> 1. Online reservation (Consultant's note: The City is waiting for new software in order to implement this, which should occur within the calendar year. Moved from "uncategorized" to "priorities.") 2. Improve existing infrastructure <ol style="list-style-type: none"> a. Water spigots b. Pad sites, grills, and fire pits c. Clean existing sites d. Restrooms 3. Technology - Greater online presence
Aspirations	<ol style="list-style-type: none"> 1. More camp sites (primitive sites) & full hookup sites – sewer, electric, water. There are only 10 out of 75 that that have full hookups. 2. Better presence of staff for questions/requests. 3. Practice area for scouts/new adventurers - campfire, knots, tent, etc.

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Equestrian

Priorities	<ol style="list-style-type: none"> 1. Parking 2. Resolve livestock/people issue (Consultant’s note: Per Nicole, Arcadia Lake Manger, the law separating livestock and people is federal, which is why it applies to Arcadia Lake and not state parks. Title 36. Ask Josh Mathis.) 3. Separate Park 4. Perform erosion maintenance on trails 5. Make trails more accessible 6. More facilities, including restrooms
Aspirations	<ol style="list-style-type: none"> 1. Marketing 2. Technology (QR code, etc.) 3. Open hunting zones during off-season 4. Expand trails
Dreams	<ol style="list-style-type: none"> 1. Camping/lodging 2. Programs and riding lessons - Stables providing clinics (earning fees)

Fishing

Priorities	<ol style="list-style-type: none"> 1. Bait & tackle 2. Education – family fishing clinics (Consultant’s note: fishing clinics already occur.) 3. Cooperate with other Edmond Parks
Aspirations	<ol style="list-style-type: none"> 1. Unique fishing tournaments 2. Maps <ol style="list-style-type: none"> a. Artificial structure b. Species strategy 3. Community outdoor programs 4. Lighted courtesy boat docks 5. Eliminate fishing on courtesy docks 6. Professional guides, promoted by Visit Edmond.
Dreams	<ol style="list-style-type: none"> 1. Additional heated docks 2. Fishing pond (ensure kids actually catch fish) (Pond does not hold water and needs work)

Hunting

Priorities	<ol style="list-style-type: none"> 1. Preserve current space and manage for more opportunities and education. 2. Disability hunts (Consultant’s note: Disability hunts are already occurring, so we moved this from “Aspirations” to “Priorities.”) 3. Earn a buck tag or antler restriction. (Consultant’s note: The City is already working on “earning a buck tag,” so we moved this from “Aspirations,” to “Priorities.”)
Aspirations	<ol style="list-style-type: none"> 1. Technology for drawing 2. Youth hunts 3. Expand deer zones for revenue & opportunity.
Dreams	<ol style="list-style-type: none"> 1. 3D archery park and education area 2. National tournament and/or competition 3. Youth archery class 4. Limited turkey hunts 5. Allow duck hunting 6. Turn unproductive zones into 3D range 7. Off season special bike trail/equestrian trail in deer zones

New Services/Education

<p>Priorities</p>	<ol style="list-style-type: none"> 1. Technology <ol style="list-style-type: none"> a. App b. Online reservations for camping and boating c. Maps d. Events e. QR codes f. Pay kiosks 2. Amphitheater (like what was used for Acoustacadia) 3. General marketing/branding <ol style="list-style-type: none"> a. Theme b. Signage c. Promotion of Route 66 d. Create easy online Destination Packages for visitors to give them the best perception of Edmond when visiting (\$250: hotel, restaurant gift cert, trail pass, pickleball court fee, etc.) e. Create easy online Event Packages for people to use the trails, lunch at a pavilion, Picture spots + Geo-filters for picture spots. 4. UCO Boathouse - elevate healthy activities. Attract more people to lake.
<p>Dreams</p>	<ol style="list-style-type: none"> 1. Waterfront restaurant on Route 66 with boat slips for takeout/rental 2. Cottage/cabins/motor lodge/yurt on Route 66 3. Elevate swim areas to Edmond Standard (resort-like) <ol style="list-style-type: none"> a. White sand b. Food trucks c. Events d. Landscaping e. Nice restrooms 4. Outdoor adventure park (zip lines, climbing wall) 5. Retreat lodging (look at Long Creek Marina and Post Oak Lodge) 6. Public transportation to Arcadia Lake

Trails

Priorities	<ol style="list-style-type: none"> 1. Connectivity 2. Signage – safety 3. Variety of trails 4. Sustainability 5. Drinking water 6. Bathrooms 7. Trail maps (in progress) 8. Recurring projects for scouts to build/repair features on natural surface trails. 9. Work with existing trail groups to make sure natural surface trails have something for most groups. 10. Get Arcadia back on the Tour De Dirt map to pull guests in from KS/TX/CO/AR. Boost hotels/spending in 2 typically down weekends where possible.
Aspirations	<ol style="list-style-type: none"> 1. Technology 2. Enhanced master trail plans 3. Supported/guided programs 4. Promote Edmond as an MTB (mountain bike) Hub. Year-round riding and a really quick trip to destinations like AR, CO, TX, MO. 5. Create a 20+ mile natural surface trail to match the paths. 6. Encourage trail use/ebikes for older citizens to stay active.
Dreams	<ol style="list-style-type: none"> 1. Race events <ol style="list-style-type: none"> a. Jr League Race - build relationship with Cycles for Life to include Arcadia in their youth events (vs only SCIP). 2. 13.4-mile Route 66 – signage shoulders 3. Bike share – downtown to lake 4. Bentonville bike park 5. Master plan to create a route to Arcadia Lake 6. Provide a small Cyclocross training area so citizens do not have to travel to Hefner.

***Bold information was input gathered during the May 2021 Arcadia Lake Commission meeting.**

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Councilor Moore then asked the group for input on possible funding mechanisms for the project. He explained five options that he believed may be appropriate, and the group added additional options.

The facilitator then asked the group their willingness to advocate for each mechanism. Those responses follow. 1 = not at all willing to support/advocate for; 5 = Very willing to support/advocate for.

Funding Mechanism	Average	Rank by Average	Median	Rank by Median
Capital Improvement Projects	4.82	1	5	1
Maps-like Tax*	4.80	2	5	1
Entry Fees/Usage Fees	4.80	2	4	2
Revenue Generating Activities	4.73	3	5	1
Impact Fee Dedicated to Arcadia Lake/Parks*	4.40	4	4	2
Public Private Partnership	3.82	5	4	2
Philanthropic	3.73	6	4	2
Increased Park Tax*	3.50	7	4	2
Edmond Electric	3.36	8	3	3
Tax Increment Financing	3.27	9	3	3
General Fund	2.55	10	3	3

*The total number of votes for each of these funding options should have been 11, however for the asterisked options, it was not. For “Maps-like Tax,” and “Impact Fee Dedicated to Arcadia Lake/Parks,” there were 10 votes. For “Increased Park Tax” there were 12 votes.

Councilor Moore then explained that the likely next steps for the project would be:

1. Creation of a Master Plan for Arcadia Lake.
2. Putting projects into priority order.
3. Adding project to Council’s Strategic plan.
4. Implement projects.

Task Force next steps are most likely:

1. Attendance/participation in a City Council Workshop on the Arcadia Lake strategy; and
2. To advocate for the Arcadia Lake projects as they develop; and,
3. Providing input around Arcadia Lake projects, including attending Arcadia Lake Commission meetings and other Arcadia Lake-related meetings.

For more information, please contact The Mettise Group facilitators:

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