



## MONTANA STATE PARKS AND RECREATION BOARD AGENDA ITEM COVER SHEET

**Meeting Date:** March 11, 2015

**Agenda Item:** Strategic Plan Implementation

**Division:** Parks

**Action Needed:** Informational

**Time Needed on Agenda for this Presentation:** 30 minutes

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**Background** (Brief description of the issue, decision to be made, history, etc.):

The Strategic Plan was approved at the December 2014 Parks & Recreation Board Meeting after a year-long public process. Beginning in 2015, the Division is now focusing on implementing the plan. The first stage involves conducting a facility condition assessment and establishing operational and staffing standards based on peer analysis with surrounding state park systems. Regional Park Managers have contacted neighboring state park systems in Idaho, North Dakota, South Dakota, and Wyoming and collecting data to compare funding and staffing levels to the Montana State Park system.

In addition, the Division has formed an internal team that will develop criteria and analyze the park system based on the brand promise of significance, relevance, and accessibility. The team consists of 9 staff from around the state that will meet regularly to discuss key questions, like what is the appropriate composition of the park system, how the Division should balance and prioritize resources across the system, and what are the experiences and management approaches of the brand promise. Once the analysis is complete, the Division will propose to the Parks Board a reallocation of resources to the most significant sites in order to meet the brand promise.

**Public Involvement Process & Results** (Brief description of the type of public involvement and summary of what we heard from the public):

The Division is working internally now on data collection, and will bring forth the draft criteria for the classification process at the April Board Meeting.

**Alternatives and Analysis** (Brief description of alternative solutions with analysis of the pros and cons of each):

There are no alternatives at this time.

**Agency Recommendation and Rationale** (Brief description of our recommendation to the Board and the reasons for it):

The Board has tasked the Division to implement the strategic plan over the next five years.

**Proposed Motion** (Draft language the Board could use to adopt the agency recommendation):

No action