



MONTANA STATE PARKS AND RECREATION BOARD AGENDA ITEM COVER SHEET

Meeting Date: December 14, 2016

Agenda Item: Montana State Park Property Naming Strategy

Division: Parks

Action Needed: Informational

Time Needed on Agenda for this Presentation: 20 minutes

Background: Goal A of the 2015 Strategic Plan required that the division manage significant, relevant and accessible parks in a manner that is consistent with available resources. As part of meeting that goal, the Montana State Parks and Recreation Board passed the Classification and Prioritization Policy in December 2015. Directive 2 of the policy instructs MSP to develop a naming strategy for MSP properties that is consistent with Classification and to present this strategy to the Montana State Parks Board.

The draft naming strategy was presented to the parks board in October 2016 and includes 4 primary designations: State Parks, State Heritage Sites, State Recreation Areas, and State Natural Areas. In addition, there will be an Undesignated Property category for properties that do not yet have a management plan and/or are not yet developed. At this time, the Board requested updates in December and February related to naming.

Since October, staff have been working to identify areas of operations and marketing that will be affected by the new naming strategy and to develop a timeline for implementation that considers policy development and approval, communication needs, marketing opportunities, signage and print materials, and operational timelines. Currently, park staff anticipates proposing policy at the ARM and Board Policy levels beginning in February 2017 with final approval of both policies by June 2017 and a public rollout of naming by early September 2017.

Public Involvement Process & Results: The Classification and Prioritization Policy was the subject of a 31 day public comment period prior to its passage. Stakeholder engagement in the implementation of the policy is ongoing.

Alternatives and Analysis:

This is informational and no recommendations are provided at this point in time.

Agency Recommendation and Rationale:

This is informational and no recommendations are provided at this point in time.

Proposed Motion:

Not applicable.