



Meeting Summary: George Washington Carver Museum, Cultural, and Genealogy Center 2021 Facility Expansion Phase 1a and 1b

SMALL GROUP DISCUSSION December 17, 2024

Virtual

5:30 p.m. – 7:30 p.m.

Meeting Overview:

The Austin Parks and Recreation Department held the Small Group Discussion Meeting (Virtual) to conduct community engagement activities to capture public input for Phase 1a and Phase 1b as outlined in PARD's June 2021 Council-approved Facility Expansion Plan for The George Washington Carver Museum, Cultural and Genealogy Center (Appendix A1).

The purpose of the Open House Meeting was to learn more about the facility expansion plans including:

- A new multi-purpose area for community-centric programming made possible by relocating administrative offices to a new upper-level area.
- Outdoor spaces and site improvements that may include outside classrooms, community gardens, a new flexible event lawn with a covered pavilion, relocation of the Juneteenth statues, and renovation of the existing public restrooms.

The project team worked to ensure that each stakeholder left the meeting feeling welcomed and appreciated for their time and input into the Expansion process. One attendee was present for the virtual Small Group Discussion Meeting.

Introduction and Presentation:

Shuronda Robinson, CEO of Adisa Communications opened with a welcome and introduction of the project team. Ms. Robinson then explained the purpose of the meeting and turned the presentation over to Anthony "Tony" Hron, PARD Associate Project Manager (SPOC). Mr. Hron began his presentation with an overview of the expansion plan. He reviewed the Timeline and the 2021 Council Approved Facility Plan highlighting that Phase 1a and 1b are the first facility expansion recommendations identified in the 2021 plan.

Mr. Hron then presented the Proposed Facility Expansion Site Map, ensuring stakeholders understood both the current status of the project and the purpose of the map. He clarified that the map reflects all three phases of the expansion, while emphasizing that today's discussion would focus specifically on Phases 1a and 1b. Mr. Hron then guided stakeholders through the detailed Proposed Site Maps for Phase 1a and 1b improvements, highlighting key elements and planned enhancements within these initial phases.



Next, Ms. Robinson leads the stakeholders through the Community Engagement Overview 2021 Plan. She followed with an explanation of a graph showing which improvements in Phase 1a and 1b PARD is seeking community input for, and which improvements were determined in the existing plan. The indoor multipurpose room, community garden, event lawn with covered pavilion, relocation of Juneteenth Statues and outdoor classroom were topics for community input opportunities. PARD did not seek community input for the administrative suite on the new mezzanine, the new elevator for the administrative suite and updated outdoor restrooms because these improvements were determined in the existing plan.

Ms. Robinson invited the stakeholders to join Menti.com and asked them to submit answers to 7 demographic questions. After sharing the Menti results, Ms. Robinson then facilitated the group discussion focusing on the five community input improvements asking four questions for each improvement.

What We Heard

The meeting focused heavily on improving the event lawn's accessibility, booking process, and overall functionality to make the space more adaptable for community events and festivals. Universal design principles were emphasized to ensure the space is inclusive and usable by all community members.

The meeting focused on planning and design considerations for the George Washington Carver Museum, Cultural, and Genealogy Center, incorporating community feedback to guide the renovation project.

Key Points:

1. Heath Creech's Interest in the Space:

- a. Expressed interest in bringing the "19th Fest" (formerly Soul Food Truck Fest) back to the Carver Museum, particularly utilizing the outdoor space.
- b. Advocated for the Carver Museum to serve both indoor and outdoor venues.

2. Facility Utilization and Conceptual Ideas:

- a. Suggested converting the former administrative office spaces into a flexible, "WeWork"-style workspace.
- b. Emphasized the need for adaptable spaces for small meetings, large events (100–150 people), and community gatherings, with a focus on accessibility, affordability, and community engagement.

3. Programming and Engagement:

- a. Praised the museum's staff for increasing programming and activity but suggested more focus on event-driven, practical uses of the space.

4. Community Gathering Needs:



- a. Proposed hosting a public safety discussion from a Black community perspective, with local police chiefs and the Texas Public Safety Commission.
- b. Reaffirmed the museum's importance as a cultural and community-driven event venue.

5. Impressions of the Carver Museum:

- a. Acknowledged the museum's historical significance but stressed the need for practical utility in serving the community.

6. Feedback Compilation:

- The team shared insights from three previous community meetings (ambassadors, Friends of the Carver representatives, and open houses) to guide future plans.
- Participants were encouraged to identify any missing priorities or areas for improvement based on the feedback.
- Insights from three previous community meetings were shared, including feedback from ambassadors, Friends of the Carver representatives, and open houses, with the aim of refining future plans.

Discussion Categorized by Topics:

1. Flexible Event Lawn with a Covered Pavilion:

- a. Discussed interest in utilizing the outdoor space for events like the "19th Fest."
- b. Advocated for making the lawn adaptable for various community activities and cultural events, reinforcing the need for flexibility.
- c. Heath Creech supported enhancing the outdoor lawn for community events, emphasizing its importance as a versatile space for festivals and gatherings.
- d. **Outdoor Lawn Design and Functionality:** The discussion included features based on a 2021 plan, with a focus on accessibility and usability. Ensuring the space is ADA-compliant and universally accessible was a priority.
- e. **Universal Accessibility:** Tony Hron emphasized the importance of designing spaces where both disabled and able-bodied individuals can share the same routes, without separate accommodations. Landscape grading was mentioned to eliminate steep or challenging areas.
- f. **Library Reservation System as a Model:** The library reservation system was highlighted as a good model for managing bookings, offering features like automatic blocking of unavailable times and email confirmations.
- g. **Special Spaces on the Event Lawn:** Appreciation was expressed for including specific features to enhance the functionality and character of the lawn.
- h. **Proposed Names:** "Freedom Plaza" was suggested as a name for the back lawn area.
- i. **Design Goal:** The lawn should be versatile, supporting community events and celebrations.



- j. **Statues Integration:** The Juneteenth statues should be incorporated into the event lawn to ensure their visibility and interaction within community activities.
 - k. The meeting discussed optimizing the flexible outdoor event lawn for community events, such as the "19th Fest."
 - l. Accessibility was a primary concern, with emphasis on making the lawn ADA-compliant and universally accessible.
 - Focused on optimizing the flexible outdoor event lawn for community events like the "19th Fest," further aligning with the vision for a versatile, community-centered space.
- 2. Indoor Multipurpose Room:**
- a. Heath Creech stressed the importance of streamlining the space booking process through an automated online system to reduce staff involvement.
 - b. Feedback suggested adding practical features, like an improved kitchen and ensuring the space is easily configurable for diverse needs.
 - c. Discussion included making the booking process user-friendly with an automated online system to reduce staff involvement.
 - d. Feedback emphasized practical improvements like enhancing the kitchen and making the space flexible for different event needs.
- 3. Outdoor Classrooms:**
- **Feedback:** Community members showed enthusiasm for outdoor classroom spaces.
 - **Design Considerations:** The spaces should be flexible, suitable for traditional uses (e.g., lectures) and adaptable for activities like yoga. Elevated seating areas were suggested to enhance flexibility.
 - Ensure multifunctional spaces that support both educational and physical activities.
- 4. Community Gardens:**
- **Proposed Location:** Adjacent to the outdoor classroom, with potential expansion of phase 2 buildings.
 - **Concerns:** The garden overlaps with the existing pool footprint. Relocation of the pool or redesigning it as part of the garden might be necessary to avoid delays.
 - **Community Engagement:** The garden could host community events like the Soul Flu festival.
 - **Current Setup:** The garden includes raised beds for food and ornamental plants, used in community workshops and summer camps.
 - Move forward with community engagement for design alignment and resolve spatial conflicts related to the pool.
- 5. Relocation of Juneteenth Statues:**
- **Proposed Locations:** Near the Juneteenth Plaza, at the Carver main entry, or along the Freedom Walk path.
 - **Preferred Option:** Relocate the statues to the event lawn area for greater community engagement and visibility.



- Relocate statues to the event lawn for better integration with activities and visibility.

Additional Key Points:

1. Preservation and Repurposing of the Pool:

- a. The pool, though no longer in use for swimming, is a central gathering spot. There were discussions on whether to maintain its structure, reimagine it as part of the garden, or remove it, factoring in liability, maintenance, and cultural significance.
- b. **Timeline Considerations:** Address the pool conflict early to avoid project delays.

2. Community Engagement:

- a. Suggestions included improving communication and outreach through newsletters, social media, and local networks to better inform the public about events and activities at the center.
- b. A strategy for engaging targeted groups, such as using Instagram influencers and local leaders, was discussed to increase participation.

3. Next Steps:

- a. Input from this meeting will inform the design process for Phase 1A and 1B of the project. A design firm will be selected to create plans based on the community's feedback, with additional opportunities for public input in the future.

The community highlighted the importance of preserving the Carver Museum's cultural significance while modernizing its facilities to improve accessibility, visibility, and functionality. This meeting emphasized Heath Creech's focus on transforming the museum into a dynamic, community-oriented venue that prioritizes flexibility, accessibility, and cultural preservation. The discussion underscored the need to integrate community feedback into the development plans, ensuring the upcoming renovation phases reflect these priorities and enhance community engagement and participation.

Attendees:

Heath Creech

Transcript:



00:00:00.000 --> 00:00:06.479

Shuronda Robinson: And recreation, and then we'll, I guess, do all do introductions.

00:00:06.740 --> 00:00:23.910

Shuronda Robinson: and then we'll get going. So, I'm Sharonda Robinson. I am helping to moderate tonight's conversation, and so grateful that each one of you are here. We're talking about the Carver Museum expansion phase one A and one B. And I'm going to popcorn it over to Tony.

00:00:26.730 --> 00:00:27.560

Tony Hron: Hi, there!

00:00:27.760 --> 00:00:43.290

Tony Hron: I'm Tony Haran. I am an associate project manager managing this project not only from the community engagement standpoint, but through the design, and hopefully, eventually, construction phases.

00:00:43.900 --> 00:00:46.529

Tony Hron: and I will pass it off to Adrian.

00:00:48.150 --> 00:00:57.460

PARD Community Engagement(Adrienne O'Keefe): Hi! I'm Adrienne O'keefe, and I'm a community engagement specialist with Parks and Rec. And I'm grateful to be a part of this project, and I will turn over to Christine, who, I think you know, but.

00:00:59.450 --> 00:01:18.309

Christine Pascualado: I am Christine Pascualado. I oversee marketing communications and public programs at the Carver and other as many other things. I'm excited to go through this process. I've never done this before, so I'm learning as I go, and it's been great working with y'all.

00:01:20.490 --> 00:01:25.159

Shuronda Robinson: And who else has joined us is Millie Williams from Team Adisa. Millie.

00:01:25.460 --> 00:01:40.269

Millie Williams: Yes, thank you. Shuronda. Hello, Heath. I'm Millie Williams, project manager for Adisa Communications. I am ecstatic about this project. I love the team.

00:01:40.380 --> 00:01:50.480

Millie Williams: and I've also had a chance to work with you, Heath, on other city projects. So, I'm really glad that you're here tonight.

00:01:53.330 --> 00:01:54.340

Shuronda Robinson: So.

00:01:54.340 --> 00:02:18.780

Heath Creech: I'll admit that you know my reason for jumping on the call is we I do soul food truck fest we now call it 19th fest. We actually started the 1st one at the Carver in 2017. So I was hoping that it would be ideal to me, you know, if if the renovations would allow us to come back and keep it at the carver in that backspace out there. If there's some things that are making it easy. I would love to bring this back home to the carver. So that's kind of my interest in hearing plans.

00:02:19.790 --> 00:02:29.706

Shuronda Robinson: Thank you. Well, I guess because you are a a committee of one. He we can



00:02:30.600 --> 00:02:36.659

Shuronda Robinson: really dive into what your interest is and I'm curious if you

00:02:37.130 --> 00:02:47.299

Shuronda Robinson: are interested in like the background, how familiar you are with the the planning! Do we need to give you the entire. I guess I'm trying to ask like.

00:02:47.920 --> 00:03:00.809

Shuronda Robinson: do you want to sit through the entire presentation, or do you want to go to the the lawn space and talk about that. And then we fill you in on some of the the details about how we arrived at where we are today. How do you want to start.

00:03:00.990 --> 00:03:11.589

Heath Creech: I think the the lawn space. But then also inside, as a venue option, like I did read that they're gonna be moving the staff offices upstairs. So my particular interest is Carver as a venue both inside and outside.

00:03:11.590 --> 00:03:30.650

Shuronda Robinson: Okay. Alright. Well, then, Millie, I think we can start at Tony's presentation because I think it would be helpful just to level set. He like how we are arriving at where we are today, and then we can go straight into the indoor, multipurpose space and the event line.

00:03:31.500 --> 00:03:36.080

Shuronda Robinson: and then fill in any holes that we need to fill in. How does that sound? You all.

00:03:36.870 --> 00:03:37.960

Tony Hron: Sounds, great.

00:03:37.960 --> 00:03:39.200

Shuronda Robinson: Okay, alright.

00:03:39.410 --> 00:03:59.860

Shuronda Robinson: So Millie's going to share the screen. So Heath, you may not remember. But I'm really excited to be back working on this project we worked on the expansion to the Museum and Cultural Center from what is now the Genealogy Center, and that was back in like 2,000 2,001.

00:03:59.990 --> 00:04:16.450

Shuronda Robinson: And so what? We're yeah. Yeah. What we're attempting to do now is build on the plans from 2021. There was a planning process in 2021 and and Tony's gonna talk a little bit about that and what came out of that process.

00:04:16.970 --> 00:04:17.680

Heath Creech: Okay.

00:04:20.140 --> 00:04:23.309

Tony Hron: Yeah. So next slide there, Millie.

00:04:26.310 --> 00:04:31.860

Shuronda Robinson: And, Millie, you're showing your screen. You're sharing, not the

00:04:32.870 --> 00:04:36.729

Shuronda Robinson: we're seeing the whole end. Yeah. So you got to share differently.



00:04:40.840 --> 00:04:46.030

Shuronda Robinson: There you go, still seeing it

00:04:52.520 --> 00:04:53.490

Shuronda Robinson: alright.

00:04:53.760 --> 00:04:56.200

Shuronda Robinson: Let's see, I'll try.

00:05:11.470 --> 00:05:15.530

Shuronda Robinson: Are you all seeing the slides? Alright! There we go alright.

00:05:16.590 --> 00:05:23.600

Tony Hron: Right. So as Sharonda was just mentioning in 2,000, there was a feasibility study

00:05:25.700 --> 00:05:31.820

Tony Hron: that resulted in the facility, as you know it today, which was completed in 2,005

00:05:32.781 --> 00:05:45.700

Tony Hron: in 2021. Some of the opportunities that were not addressed in that 1st phase of the 2,000 study were revisited to make sure that they

00:05:46.020 --> 00:06:00.809

Tony Hron: still applied, and that the community's interest. A lot lied where we were told back then, and a new facility. Expansion plan was developed and approved by city Council.

00:06:00.960 --> 00:06:22.349

Tony Hron: and that was also a 3 phase plan, so phase, one A and one B, while they're articulated as 2 phases in the plan, they'll actually be executed as a single phase. So what we're doing here today is continuing on from those 2021 efforts, and instead of thinking about the full

00:06:22.760 --> 00:06:31.340

Tony Hron: 3 phase expansion we're zooming in now to be just focusing on the 1st phase next slide, please.

00:06:33.160 --> 00:06:40.380

Tony Hron: This shows the all 3 phases relative to the existing building. So

00:06:40.550 --> 00:07:03.740

Tony Hron: what you're seeing there in the kind of darker red color is all of the elements of phase one A and one B, which I'll cover in a couple of slides here. The the taupe, or I don't know what you would call that peachish color is phase 2 b, and then phase 3

00:07:03.960 --> 00:07:21.030

Tony Hron: is shown in the green color there, and phase 2. A and sorry. 2. Phase, 2. Deals with expanding the gallery, the museum gallery, and adding additional educational spaces as well as an events. Ballroom

00:07:21.400 --> 00:07:24.509

Tony Hron: phase 3 is adding a second

00:07:24.710 --> 00:07:36.450

Tony Hron: theater to the complex, along with a plaza at the corner of Rosewood and Angelina, and a multi-story parking garage on the



00:07:36.680 --> 00:07:38.069

Tony Hron: on the campus

00:07:38.570 --> 00:07:46.439

Tony Hron: next slide, please. So here we're zooming into phase one improvements. These are the building renovations. So

00:07:48.070 --> 00:07:56.840

Tony Hron: where the existing administrative suite is there to the left, when you enter into the carver

00:07:56.960 --> 00:08:00.755

Tony Hron: that will be relocated into an upper level.

00:08:01.960 --> 00:08:18.639

Tony Hron: we're calling it a mezzanine level above the gallery space. It won't be added to the height of the building, but will be added within the existing building envelope, if you will, and then the old administrative space is going to be converted to

00:08:19.930 --> 00:08:28.649

Tony Hron: multi-purpose room might be a little misguiding it. Basically, it's its open space that's now available for

00:08:28.960 --> 00:08:39.219

Tony Hron: community use. And what we're here to ask about is what is the best use of that that space, and should it be subdivided, should it be one big room?

00:08:39.350 --> 00:08:42.169

Tony Hron: What features should it have that kind of thing?

00:08:45.238 --> 00:08:58.500

Tony Hron: In addition to the administrative suite. We're gonna be adding an elevator to access the suite. And then, finally, the Juneteenth statues which are shown in their current location there in the in the circular

00:08:59.230 --> 00:09:00.440

Tony Hron: graphic.

00:09:00.750 --> 00:09:11.473

Tony Hron: Those are gonna be relocated as part of this process due to the expansion future phase expansions. They will be kind of

00:09:12.550 --> 00:09:31.460

Tony Hron: that current location will be less visible. And so a few different locations have been identified on the site where they could be relocated. In the interim they will be put into storage and have some refurbishing done to them

00:09:31.580 --> 00:09:53.680

Tony Hron: during construction. So no damage occurs. Next slide, please one B deals with more outdoor spaces. So here we are creating a new community garden that will wrap around the extended facility space, eventually outdoor classrooms

00:09:53.930 --> 00:10:01.149



Tony Hron: or use with the public garden, but also for a variety of different uses.

00:10:01.270 --> 00:10:15.650

Tony Hron: The existing exterior restrooms are going to be renovated and brought up to snuff, and then ultimately a flexible event lawn will be introduced with a covered stage pavilion at one end.

00:10:16.545 --> 00:10:17.649

Tony Hron: What you're seeing there

00:10:19.140 --> 00:10:23.789

Tony Hron: next slide up, and that's my piece, so I'll hand it off to the community engagement team.

00:10:24.090 --> 00:10:29.610

Shuronda Robinson: Thank you any questions, Heath. We're gonna talk a little bit more about

00:10:29.740 --> 00:10:35.780

Shuronda Robinson: the process that we've gone through. Just so you have awareness about that.

00:10:36.579 --> 00:10:41.880

Shuronda Robinson: So we are using a tool for called Menti.

00:10:42.790 --> 00:10:48.070

Shuronda Robinson: I think what I don't know about you is whether or not you. Which

00:10:48.350 --> 00:10:52.460

Shuronda Robinson: City Council district you live in. Do you know.

00:10:52.640 --> 00:10:53.470

Heath Creech: t, 1.

00:10:54.300 --> 00:10:55.570

Shuronda Robinson: Say that again.

00:10:55.840 --> 00:10:56.560

Heath Creech: d, 1.

00:10:56.560 --> 00:11:20.660

Shuronda Robinson: Oh, you're in District one. Okay, okay? All right. I think I know all the other stats. So I'm gonna skip through that. And we can fill that in based on knowledge. But I would like to know how you like. What is one word when you think about the Carver, that you would use to describe what you think about, or how you feel about the Carver Museum and Cultural Center.

00:11:21.910 --> 00:11:23.203

Heath Creech: One word.

00:11:28.170 --> 00:11:37.799

Heath Creech: I don't know if I could use just one word, but my overall kind of feeling is that I'm impressed with the level of programming and output that Carrie has brought to the space.

00:11:37.800 --> 00:11:38.250

Shuronda Robinson: Okay.

00:11:38.250 --> 00:11:52.459



Heath Creech: Staff over there really engaged and putting on programming, and I've never seen it before. The car was just always just kind of there's a space. Never really knew anything that was going on over there so definitely give him kudos to that. But as I looked at what you guys just presented, and thinking overall.

00:11:53.180 --> 00:11:56.920

Heath Creech: I think it would be good to establish

00:11:57.430 --> 00:12:01.489

Heath Creech: the carver as more like more than just our space from a from a

00:12:02.750 --> 00:12:11.679

Heath Creech: conceptual. It's a black space, for sure it's in the middle of what used to be, you know the the community. But a more practical base like I'm thinking about, for

00:12:12.150 --> 00:12:16.500

Heath Creech: who needs to be in on this conversation rather than trying to get the general public?

00:12:16.790 --> 00:12:17.989

Heath Creech: Who's, you know.

00:12:18.130 --> 00:12:34.768

Heath Creech: passing interest is is, if you gathered all the local event planners into this space. I'm I'm thinking, off the top of my head like you at the former Admin office spaces. Kind of thinking about what you're gonna do with it. The 1st thing that pops to my top of my head is a configurable

00:12:36.820 --> 00:12:39.829

Heath Creech: What do you call those like like a, we work space.

00:12:40.180 --> 00:12:40.530

Shuronda Robinson: Sure.

00:12:40.530 --> 00:12:54.840

Heath Creech: So getting people in there like we. We hold meetings at the carver like. That's the 1st that to me that would be the ideal use of the space, not just event planners, but organizations, the the nonprofits and the fraternities and sororities. The 1st place people want to hold a meeting is at the carver.

00:12:55.300 --> 00:13:25.070

Heath Creech: and so you make it easy. You make accessible, free to cheat, and it's configurable. So you know, at some point, if you'd like like one of the things we're trying to do early next year is a community gathering to talk about public safety in Austin from a black perspective. Given that there is now a brother that runs the Texas Public Safety Commission want to hold a conversation with him and the police chiefs from Austin, Pflugerville, and round rock. So then my 1st thought was, okay where we hold something like that. And so, moving forward, my 1st thought would be okay. We need to have this at the carver, so

00:13:25.090 --> 00:13:35.169



Heath Creech: it needs to be configurable, so that if I'm having a 1 or 2 person meeting there, that's good. But if we have a special event. Everything's able to be easily configured to hold a hundred 150 people

00:13:35.535 --> 00:13:44.109

Heath Creech: as well. So that would be my idea, for that space is a configurable workspace that's open to the community to get foot traffic in there on a regular basis.

00:13:44.110 --> 00:13:49.485

Shuronda Robinson: Okay, then, let's let's jump to

00:13:50.920 --> 00:13:54.479

Shuronda Robinson: The indoor multipurpose room space

00:13:55.361 --> 00:14:02.289

Shuronda Robinson: and I wanna share with you what we've heard from community already about this space.

00:14:02.400 --> 00:14:05.189

Shuronda Robinson: So we've had 3 meetings.

00:14:05.530 --> 00:14:11.609

Shuronda Robinson: one with the ambassadors and the friend representatives from the ambassadors and friends of the carver.

00:14:11.730 --> 00:14:26.219

Shuronda Robinson: And then we've had 2 open house meetings, one virtual and one in person at the carver. And so what we've done is take the feedback that we've heard and compile it into insight statements.

00:14:26.688 --> 00:14:36.841

Shuronda Robinson: And so we're sharing back to the community what we've actually heard. And since since you're talking about the multi purpose room, I'll let you. Are you able to see and read the slides

00:14:37.590 --> 00:14:53.090

Shuronda Robinson: Okay, I'm gonna let you read these, and then there are 3 more on the next slide, and you tell me when you're ready to switch, and then we can talk about if there's anything missing like what's important to you. I do have your comments down about what you just shared. Okay.

00:14:53.090 --> 00:14:54.529

Heath Creech: You can go and go to the next slide.

00:14:54.530 --> 00:14:54.920

Shuronda Robinson: Okay.

00:14:55.990 --> 00:14:58.970

Heath Creech: That was a good input about the kitchen. I didn't think about that part.

00:15:03.470 --> 00:15:05.859

Heath Creech: Yep, all of that. Yep.

00:15:06.150 --> 00:15:09.469



Shuronda Robinson: Okay, anything missing from this in your mind?

00:15:14.597 --> 00:15:22.739

Heath Creech: Other than I think that the other thing is once, once you actually physically have the space be intentional.

00:15:23.010 --> 00:15:40.660

Heath Creech: that the process to get the space is super easy, like you have to jump through a bunch of hoops and paperwork and all that sort of stuff like make it as easy as possible, folks to be able to do it online without having to burden down the staff to get somebody, and only one person can book it and all that sort of stuff, and somebody has to call back. See if the dates available, like all that should be automatic online

00:15:40.830 --> 00:15:46.409

Heath Creech: as much as possible with as little interaction from the staff as possible, so it keeps the flow going both ways.

00:15:49.770 --> 00:15:50.989

Shuronda Robinson: Now that's great.

00:15:51.650 --> 00:15:54.059

Shuronda Robinson: Can we jump to the outdoor lawn.

00:15:54.290 --> 00:15:54.940

Heath Creech: Yep.

00:15:56.740 --> 00:16:01.569

Christine Pascualado: That was a great note, Heath, and the library has it set up that way. So we know it's possible.

00:16:01.840 --> 00:16:02.620

Heath Creech: Good.

00:16:02.620 --> 00:16:13.869

PARD Community Engagement (Adrienne O'Keefe): I was just about to say, Have you used the library reservation system? Because it is, it is blocked out if it's not available, and you get an email confirmation after you send it. So that I agree with that comment.

00:16:14.531 --> 00:16:17.779

Heath Creech: In the downtown space, and it's it's very good.

00:16:17.780 --> 00:16:18.340

Shuronda Robinson: Yeah.

00:16:19.410 --> 00:16:27.659

Shuronda Robinson: alright. So this is what we've heard. And I know you're familiar with the space we do have a rendering somewhere.

00:16:28.537 --> 00:16:45.410

Shuronda Robinson: Of the event lawn space. And this is again out of that 2021 plan. But here's what we've heard to date from those community members from those 3 meetings, so let me know when you're ready for me to switch the slide. There's 6 on this as well.

00:16:51.030 --> 00:16:57.170



Heath Creech: It'll be interesting to figure out the the Ada compliance, because I mean it is outdoors that that'll be

00:16:57.470 --> 00:17:00.130

Heath Creech: figure out. You know how to make that accessible.

00:17:00.570 --> 00:17:02.960

Shuronda Robinson: That one, that to your events.

00:17:04.660 --> 00:17:07.029

Heath Creech: It. It's 1 of those things that's him

00:17:07.240 --> 00:17:21.680

Heath Creech: important on paper. And in theory, like, it's not like you have a whole bunch of, you know, 88 people standing outside waiting to get in. But for the one or 2 that do, it needs to not. It can easily turn into an issue, even if you're just trying to accommodate one or 2 people, if it's not easy for them.

00:17:21.910 --> 00:17:32.980

Heath Creech: So it's 1 of those things to overcompensate in the beginning to accommodate those one or 2 versus trying to say, well, not that many people have to have to suffer with that, because it'll be that one person that can't that'll raise holy hell!

00:17:33.595 --> 00:17:40.140

Heath Creech: That they can't. So I don't. In the in the grand scheme of things is not that big of an issue, but something that needs to be factored in.

00:17:41.050 --> 00:17:41.730

Shuronda Robinson: Okay.

00:17:42.570 --> 00:17:52.989

Tony Hron: This way in, you know by code we absolutely will have it at a minimum meet ADA requirements, and our goal is always to go beyond

00:17:53.980 --> 00:18:03.419

Tony Hron: Ada, and there's a there's a category called Universal accessibility, which which means that

00:18:03.620 --> 00:18:15.549

Tony Hron: you don't provide separate accommodations for people to get to the same spaces, but you make it such that the the paths and the routes are used by both

00:18:16.550 --> 00:18:19.770

Tony Hron: disabled and able bodied people

00:18:21.630 --> 00:18:27.341

Tony Hron: at the same time together, not separately. So we're always aiming for that and

00:18:27.980 --> 00:18:44.950

Tony Hron: and you know that can be pretty easily accomplished in outdoor spaces, just by virtue of braiding the landscape right, so we'll have an opportunity to kind of shape that lawn to make sure there's no nothing too steep or or challenging out there. So.

00:18:45.250 --> 00:18:49.449



Heath Creech: Okay, I like that. Does that definition of universal access. That's that's really good.
00:18:49.780 --> 00:18:53.979

Shuronda Robinson: Yeah, thank you. All right. Here are the other 3 on the event. Lawn Creek.
00:18:59.830 --> 00:19:01.330

Heath Creech: Hmm!
00:19:04.260 --> 00:19:08.830

Heath Creech: I like Number 6 doing something with that. A special space.
00:19:10.510 --> 00:19:15.950

Heath Creech: I'm not sure why people are worried about removing the pool. It's not, it's not in use or anything. It's not. Is it?

00:19:17.270 --> 00:19:18.730

Heath Creech: So? What are they worried about?
00:19:19.320 --> 00:19:30.890

Shuronda Robinson: The worry was about taking the pool away because it became a different. It was used differently. It became a party place, a place where people would meet and gather and dance and party

00:19:31.481 --> 00:19:47.070

Shuronda Robinson: at at the different events that were held out on the lawn. So the expansion envisions filling in the pool to create space for the great lawn use of the great lawn. Is that a fair estimation, Tony? You want to go.

00:19:47.070 --> 00:20:01.979

Tony Hron: Yeah, and I'll share a couple of things of why? Why it was suggested. So if you look at this map, kind of look at where the outdoor garden, that kind of half or quarter circle shape comes near the restrooms.

00:20:02.590 --> 00:20:08.499

Tony Hron: and if you don't mind whomever has it, if you can give me access to share.

00:20:08.500 --> 00:20:09.330

Shuronda Robinson: Okay, sure.

00:20:10.240 --> 00:20:15.019

Shuronda Robinson: I mean, okay, and I'll stop. I'll stop sharing.

00:20:15.500 --> 00:20:20.250

Tony Hron: Okay, okay, the current pool. Oh.

00:20:22.960 --> 00:20:27.019

Tony Hron: yeah. I just requested that I'd be given the

00:20:28.030 --> 00:20:30.687

Tony Hron: talking stick. There we go.

00:20:32.460 --> 00:20:39.600

Tony Hron: So just so you all understand why it was originally suggested. This is just a Google Maps.

00:20:40.830 --> 00:20:47.750



Tony Hron: currently. So if you imagine that community garden I was talking about, it basically comes right here.

00:20:48.260 --> 00:20:55.520

Tony Hron: And one thing that's gonna happen is this element is going to extend out to about here.

00:20:56.490 --> 00:20:59.409

Tony Hron: And it's gonna get wider this way.

00:20:59.610 --> 00:21:08.930

Tony Hron: So this kind of corner of this area is now gonna be the phase 2 expansion of the building. So the pool is in the way of that.

00:21:09.530 --> 00:21:15.550

Tony Hron: If we also, because it's such a large element.

00:21:15.680 --> 00:21:19.829

Tony Hron: If we were to leave the pool intact on this project.

00:21:20.110 --> 00:21:33.050

Tony Hron: it would require us stopping our current momentum with the project and going back to the Council to seek approval for this change to their already approved facility expansion plan.

00:21:33.390 --> 00:21:40.310

Tony Hron: That doesn't mean that we can't do that. It just means that it will prolong the process.

00:21:40.810 --> 00:21:47.459

Tony Hron: and it will demand a little heavier lift from the design folks. And then

00:21:48.820 --> 00:21:57.369

Tony Hron: I'm gonna give this up and ask that Sharonda, or whomever share their map again. But keep in mind where this pool is. Again, if that

00:21:57.890 --> 00:22:11.470

Tony Hron: community garden is here, there are a couple of outdoor classrooms, kind of designated in this area as well for future development. So all of that would be kind of precluded, and

00:22:11.600 --> 00:22:17.849

Tony Hron: the fear is that if we leave the pool in, it makes it harder to advocate for

00:22:18.410 --> 00:22:22.439

Tony Hron: funds for the phase. 2 expansion. Right?

00:22:23.162 --> 00:22:31.030

Tony Hron: So I'm not trying to discourage it. I'm just trying to give you the kind of practical issues involved with keeping the pool.

00:22:31.810 --> 00:22:32.560

Heath Creech: Okay.

00:22:35.730 --> 00:22:36.600

Heath Creech: Okay.

00:22:36.850 --> 00:22:39.440

Tony Hron: Oh, can you go back to that map? There.



00:22:39.440 --> 00:22:45.059

Heath Creech: Turn their special place, because right now it's just a since I've been here since 89. I've never seen any water in there so.

00:22:45.060 --> 00:22:52.140

Tony Hron: Right. No, it's not a matter of it being a safety issue or anything right now. But basically where the pool is is.

00:22:52.260 --> 00:22:54.629

Tony Hron: you know right here.

00:22:55.100 --> 00:23:03.700

Tony Hron: Oh, you can't see my cursor. But it's basically from just above the word outdoor in outdoor classrooms.

00:23:05.130 --> 00:23:08.198

Tony Hron: That's kind of the top edge of the pool

00:23:08.930 --> 00:23:12.579

Tony Hron: and then coming down, you know, from there.

00:23:13.840 --> 00:23:23.500

Tony Hron: So in that that bottom right corner of the element that says art and education would basically be just inside the pool. Footprint.

00:23:24.620 --> 00:23:24.990

Heath Creech: Okay.

00:23:25.640 --> 00:23:36.959

Shuronda Robinson: So maybe one of the things we do on another diagram is show the like hash the existing location of the pool on this map to show

00:23:38.140 --> 00:23:38.650

Shuronda Robinson: that.

00:23:38.650 --> 00:23:40.370

Tony Hron: Yeah, we can definitely do that.

00:23:40.370 --> 00:23:43.519

Shuronda Robinson: Yeah, I think that will be helpful. Okay, preach.

00:23:43.890 --> 00:23:44.760

Heath Creech: Yep.

00:23:44.890 --> 00:23:49.250

Shuronda Robinson: Any any other comments on the event. Lawn.

00:23:52.580 --> 00:24:00.399

Heath Creech: I guess one comment I'd like to go back, is it? Have you all decided on what I thought I saw Juneteenth lawn or Juneteenth space, or something like that.

00:24:03.000 --> 00:24:07.120

Shuronda Robinson: So, Tony, do you want to speak to the idea of the Juneteenth Plaza that.

00:24:07.120 --> 00:24:11.730

Tony Hron: Yes, so this is again.



00:24:11.900 --> 00:24:18.090

Tony Hron: none of this is set in stone. This was just developed in 2021 by the design team who helped put that

00:24:18.240 --> 00:24:19.690

Tony Hron: plan together.

00:24:19.970 --> 00:24:47.260

Tony Hron: Just so, you know, Heath, we are currently soliciting an architect for specifically phase one improvements, so they may have other recommendations. But what that original architect thought was in this space. Because we're putting up this 4 story parking garage. This is currently the parking for the parking lot for the library. So because we would no longer need that parking lot.

00:24:47.550 --> 00:25:10.410

Tony Hron: they were saying, once we build this, we can develop this into a plaza. And this was indicated as a potential location for the Juneteenth statues which are currently here, could be relocated here. A second place, they talked about relocating the statues was here right in front of the primary Carver. Entry

00:25:11.446 --> 00:25:12.960

Tony Hron: your screen?

00:25:13.820 --> 00:25:17.310

Tony Hron: Oh, sorry I I can. You can't see my cursor.

00:25:20.240 --> 00:25:26.200

Tony Hron: If you can point those things out. Yeah. So the the Juneteenth Plaza was one.

00:25:26.510 --> 00:25:33.109

Tony Hron: The front of the Carver main entry was another location. Somewhere out there between the streets.

00:25:33.110 --> 00:25:34.759

Heath Creech: On the entry.

00:25:35.030 --> 00:25:35.816

Shuronda Robinson: The statues,

00:25:36.210 --> 00:25:36.600

Heath Creech: Okay.

00:25:37.270 --> 00:25:43.439

Tony Hron: And then the 3rd location for relocating those statues would be along that path that

00:25:44.000 --> 00:25:54.760

Tony Hron: is, at the back of the site. Thinking that that would be a nice procession for the freedom walk and the statues, and it would activate the full extent of the site.

00:25:55.880 --> 00:26:11.300

Tony Hron: Give you kind of a a reason to go back in that area. And obviously, when the event lawn is in action, that would be an activated area as well. So those were the 3, the 3 kind of locations that were suggested for



00:26:11.910 --> 00:26:22.370

Tony Hron: the the statue relocation. But the the Juneteenth Plaza was just strictly a result of building the parking garage, and that we would no longer need that parking lot. There.

00:26:23.240 --> 00:26:23.940

Heath Creech: Okay?

00:26:24.090 --> 00:26:26.632

Heath Creech: So from my perspective, after looking at that

00:26:27.560 --> 00:26:45.890

Heath Creech: I really feel like the statues are best back there on by the event lawn side so that they're a part of any activation, is there versus if they were what they were the Juneteenth plazas, it would be something people just drive by and look at versus actually walk up, take a picture, that sort of thing. There could be an event going on in the back, but nobody would walk up to the front to see the statues. So

00:26:46.060 --> 00:27:03.410

Heath Creech: that would be my recommendation is, have it be back there on the event launch, so that whenever there's activations back there. The statues are an ongoing part of that, you know. Instagrammable, all that sort of stuff, because that was when we did 19th or so food fest back. Then that was a lot more. People posed and took a lot of pictures was in front of the statues.

00:27:03.650 --> 00:27:23.509

Heath Creech: and then the last thing I'd say that we actually came up with a name calling it Freedom Plaza. And this was back when Perry was in charge. And cause you know, we kept saying the back line. So we said, well, let's just call it Freedom Plaza, and that stuck for a year or 2. But it never became the official thing. So if there's ever any call for some official names that backspace back there, I would call it Freedom Plaza.

00:27:24.240 --> 00:27:27.700

Heath Creech: that captures the whole kind of feel and essence of of back there.

00:27:29.510 --> 00:27:33.199

Heath Creech: instead of saying on the back line of the carver, we're gonna be at Freedom Plaza.

00:27:33.620 --> 00:27:43.579

Shuronda Robinson: Becomes a space. Yeah, I love that. That's such a great idea. Alright. And so the other

00:27:44.211 --> 00:27:52.429

Shuronda Robinson: items or areas that we've talked with community about have been. Well, let me go backwards. I'm going the wrong direction.

00:27:54.692 --> 00:28:03.659

Shuronda Robinson: The outdoor classrooms. We've gotten great feedback from community on the outdoor classroom areas, and we wanted to share

00:28:03.860 --> 00:28:05.850

Shuronda Robinson: what those might.



00:28:06.240 --> 00:28:12.400

Shuronda Robinson: you know, give people a sense of ideas of what they might be. Let me know when you're done looking at this slide great.

00:28:17.630 --> 00:28:18.390

Heath Creech: Okay.

00:28:26.740 --> 00:28:27.600

Heath Creech: Okay.

00:28:28.500 --> 00:28:36.519

Shuronda Robinson: And then, you know, helping people visualize what a space might look like

00:28:36.810 --> 00:28:38.709

Shuronda Robinson: in terms of an outdoor classroom.

00:28:42.790 --> 00:28:44.690

Heath Creech: And so you know, as I look at that, I think

00:28:45.930 --> 00:28:56.020

Heath Creech: classrooms like people sitting down as well, but also an outdoor space for people that want to do a yoga movement able to use it as well without too much trouble reconfiguring it

00:28:56.790 --> 00:29:00.389

Heath Creech: so like the one where you showed with the the picture before

00:29:02.600 --> 00:29:04.450

Heath Creech: that one till you're right there.

00:29:05.660 --> 00:29:09.320

Heath Creech: So that could be, you know, Yoga movement space on the stage while

00:29:10.840 --> 00:29:20.519

Heath Creech: people are there participating. But if they're sitting up on those elevated spaces, and they could be a regular quote, unquote classroom, so that that would be my thing to make sure to make that you have

00:29:20.740 --> 00:29:26.449

Heath Creech: both regular learning class environment, but also able to do fitness movement in the same space.

00:29:31.700 --> 00:29:34.770

Shuronda Robinson: And we just covered that one

00:29:36.770 --> 00:29:41.490

Shuronda Robinson: community garden. So you mentioned the Soul Flu festival.

00:29:42.040 --> 00:29:47.309

Shuronda Robinson: Any interest in seeing what people had to say about the community garden.

00:29:48.170 --> 00:29:48.910

Heath Creech: Yeah.

00:29:48.910 --> 00:29:49.600

Shuronda Robinson: Alright!



00:29:53.000 --> 00:29:55.500

Heath Creech: I mean, that's actually a pretty unique idea.

00:30:08.970 --> 00:30:10.500

Heath Creech: Okay, is there another slide?

00:30:11.880 --> 00:30:12.670

Heath Creech: Okay?

00:30:18.490 --> 00:30:24.379

Heath Creech: Because then I guess my next question would be, what happens with what's what's grown, and from the garden. What do I do with that?

00:30:25.710 --> 00:30:28.070

Shuronda Robinson: What's currently there? Let's look at

00:30:29.400 --> 00:30:36.280

Shuronda Robinson: so, Tony, can you orient us to where the garden currently exists and where it would be.

00:30:36.420 --> 00:30:40.100

Tony Hron: Yeah, the garden. Basically.

00:30:42.510 --> 00:30:50.759

Tony Hron: the again, that quarter circle piece of the garden is actually partly on top of the existing pool.

00:30:52.080 --> 00:31:01.189

Tony Hron: And then, you know, this is working its way up toward the parking lot so that rectangular piece obviously can come into play there. But

00:31:02.410 --> 00:31:08.610

Tony Hron: and then the 2 outdoor classrooms that you see here are fully within the pool's footprint.

00:31:09.950 --> 00:31:13.360

Tony Hron: So that's that's roughly.

00:31:14.300 --> 00:31:27.969

Tony Hron: yeah. I think that's the thing. If we keep the quote pool and put in this new garden. We have to kind of re. I don't know if we reimagine what the pool is, or if the pool is an extension of the garden somehow.

00:31:29.300 --> 00:31:34.909

Tony Hron: But again, the the bigger implications are what I explained earlier.

00:31:35.920 --> 00:31:37.739

Heath Creech: I would think, as relates to the pool.

00:31:38.010 --> 00:31:50.010

Heath Creech: Better question is, are they saying, Keep the pool, or have this, or have the space of what they used to do in the pool space, not necessarily the pool, but wherever they used to do at the at the empty pool they're able to do in the new space.



00:31:50.140 --> 00:31:59.020

Heath Creech: so I can't imagine somebody saying, No, we need to keep this physical pool here versus we need to keep the space for whatever we do here, we still have the ability to do that.

00:31:59.390 --> 00:32:01.119

Tony Hron: That's a great point.

00:32:03.720 --> 00:32:06.860

Shuronda Robinson: And what I heard Creech was that there was

00:32:07.810 --> 00:32:30.079

Shuronda Robinson: this real spirit of resilience and claiming ownership of the space and utilizing it in innovative ways that were fun, right? Like people got down in the pool, in the, in the empty pool, and they partied in it, and it became a meet me at the pool space. Meet me at the sunken garden space.

00:32:30.080 --> 00:32:30.410

Heath Creech: Yeah.

00:32:30.859 --> 00:32:34.900

Shuronda Robinson: As part of the carver's mystique. If you will.

00:32:35.110 --> 00:32:35.860

Heath Creech: Okay.

00:32:35.860 --> 00:32:36.580

Shuronda Robinson: Yeah.

00:32:36.710 --> 00:32:40.599

Shuronda Robinson: So that's why I don't get involved in very many community discussions, because

00:32:44.670 --> 00:32:45.400

Shuronda Robinson: good, alright.

00:32:45.400 --> 00:32:48.399

Heath Creech: But that's big feedback from everybody I know. I get it.

00:32:48.400 --> 00:32:49.226

Shuronda Robinson: That's right.

00:32:49.640 --> 00:32:53.319

Tony Hron: Like Keith. Seems like a very practical guy. He's amazing.

00:32:53.740 --> 00:33:02.569

Shuronda Robinson: As he's gotten older. I remember his impractical days. But we won't. We won't talk about that at the public meeting.

00:33:03.952 --> 00:33:05.337

Shuronda Robinson: Let's not.

00:33:06.030 --> 00:33:22.840



Shuronda Robinson: We're gonna edit that part out, please. So and we talked about the indoor, multi-purpose room as we got going. So I just wanna make sure, because I'm I'm out of order here. That we've covered everything.

00:33:23.830 --> 00:33:40.790

Shuronda Robinson: So is there anything? Oh, there were additional comments, additional input. That we heard from the community. So I'll let you review this. And this didn't fall into categories of any of the spaces. And so that's why we categorized it as additional input.

00:33:41.280 --> 00:33:42.250

Heath Creech: Okay.

00:33:46.900 --> 00:33:47.920

Heath Creech: Merry day.

00:33:47.930 --> 00:33:49.500

Shuronda Robinson: Packed all the spaces. Yep.

00:33:50.900 --> 00:34:01.020

Heath Creech: Let me jump back and ask one question. So if if they have to factor in the the plans for the pool that people are talking about. Would that affect the budget? Would it drive the budget up to try to repurpose that pool.

00:34:02.720 --> 00:34:03.300

Shuronda Robinson: Oh!

00:34:04.660 --> 00:34:09.070

Tony Hron: Currently any. The the pool would not be

00:34:09.199 --> 00:34:18.629

Tony Hron: addressed as part of the scope, so if it were, if we went back to council, got their approval to leave it intact.

00:34:19.800 --> 00:34:24.329

Tony Hron: It would not be a new. So community.

00:34:24.520 --> 00:34:41.580

Tony Hron: Let me back up a minute. Capital improvement project money, which is what this is cannot be used on maintenance for existing amenities. It can only be used to build new amenities, so if the pool were to remain.

00:34:41.880 --> 00:34:52.169

Tony Hron: it would simply remain, and we would work around it. But it would not get a facelift or anything like that, and that is an additional concern is that

00:34:52.560 --> 00:34:59.030

Tony Hron: you know that pool will, you know, deteriorate over time, and how do you?

00:34:59.680 --> 00:35:06.050

Tony Hron: How do you fund any necessary repairs? If if the community chooses to keep it?

00:35:07.580 --> 00:35:13.329

Tony Hron: Because that is a separate maintenance and upkeep separate

00:35:13.480 --> 00:35:17.679



Tony Hron: funding sources than capital improvement. So.

00:35:18.380 --> 00:35:31.600

Heath Creech: The issue of the city would be officially, unofficially authorizing an unintended use of the pool like y'all, just standing around in an empty pool. And the city is okay with that, because they left it there. I don't know.

00:35:31.870 --> 00:35:34.339

Heath Creech: like liability issues and all that sort of stuff.

00:35:34.650 --> 00:35:46.850

Tony Hron: Well as long as it's fenced in, the liability is covered. But if it ever deteriorated to a point of becoming a health and safety issue, the city would certainly step in at that point.

00:35:48.060 --> 00:35:48.860

Tony Hron: Yeah.

00:35:50.180 --> 00:35:56.289

Christine Pascualado: We all know that there's been a mural painted in that pool. And it's like a

00:35:56.500 --> 00:36:15.406

Christine Pascualado: okay, cool is, yeah, cause it's not just like people meeting at the pool to party. It is definitely like beloved, sudden or like, finally, and it feels like something, I think, maybe, like community was involved in leading up to where it is now. And so I think they're having issues with letting go.

00:36:16.950 --> 00:36:19.539

Christine Pascualado: It's beautiful in there. I gotta say.

00:36:19.540 --> 00:36:22.929

Tony Hron: Yeah. And maybe we can look at, you know, either

00:36:24.840 --> 00:36:38.309

Tony Hron: salvaging the mural in some way, or you know Marjorie can help us find funds to recreate the mural somewhere else. But I appreciate what you're saying, Christine, for sure.

00:36:39.820 --> 00:36:46.289

Christine Pascualado: Were you asking Heath about what would happen to the what was growing currently in the garden?

00:36:46.880 --> 00:36:51.260

Heath Creech: Oh, well, I didn't know you guys had a garden 1st of all, currently, but so that.

00:36:51.260 --> 00:36:54.630

Christine Pascualado: Solid raised beds that would be movable. So that's good.

00:36:54.960 --> 00:36:58.499

Heath Creech: And also are y'all growing food stuff, or just flowers and plants.

00:36:58.500 --> 00:36:59.360

Christine Pascualado: Both.

00:36:59.720 --> 00:37:01.569

Heath Creech: Okay? And what do y'all do with the food stuff?

00:37:02.414 --> 00:37:16.339



Christine Pascualdo: We usually harvest it for summer camp and teach the kids about gardening and food sustainability. We partnered with roots and wings festival to teach community just like
00:37:16.480 --> 00:37:40.100

Christine Pascualdo: basic gardening skills. And then when Harvey was on staff she had workshops with like Aarp and other community groups, and they would do things like, can the tomatoes or pickle this zucchini, or the cucumber? Sorry. And then sometimes like.
00:37:40.760 --> 00:37:45.880

Christine Pascualdo: if it was a really bountiful, we would just harvest it and make salad for staff.
00:37:46.430 --> 00:37:47.150

Heath Creech: Okay.
00:37:48.020 --> 00:38:12.879

Heath Creech: okay, I think, kind of an overall 50,000 foot input. I would give to this project, maybe figure out how it fits. But there is so much going on at the carver so much. And you know this is what I do every day all day, like you know, finding out about this meeting. Stay in the streets, and I can't keep up. I didn't know there was a mule in the pool. I didn't know you guys had a garden. I didn't even know this was ongoing until Sharonda reached out to me. So, as you, you know.
00:38:12.980 --> 00:38:34.449

Heath Creech: coming up with this new plan to to physically reinvent. The carver maybe spend some time around the marketing communication aspect, so that the public is, and this would also be a part of, though, making the general space a co-working space, more people would be there more often, and so that they will be able to see all the stuff that the carver have has going on when they're there
00:38:34.450 --> 00:38:52.460

Heath Creech: versus just saying, you know, an email message or a web page somewhere. The one thing. But there's still 49 other things that they had no idea that was going on at the carver. So I would definitely create that room as something that drives traffic, so people can know all. They're there enough 3, 4 times a year at least, where they're able to see all the things that the carver does.
00:38:53.380 --> 00:38:54.210

Shuronda Robinson: For sure.
00:38:55.460 --> 00:39:03.529

Shuronda Robinson: Well, this has been great feedback, and you know for these meetings what the approach we have been using is
00:39:03.670 --> 00:39:14.970

Shuronda Robinson: contacting our own list that we've developed. The carver has a newsletter, so that's been included in their newsletter. And then there was a mailer that went out
00:39:15.150 --> 00:39:26.380

Shuronda Robinson: to about 5,000 residents around the in in that community. So we really are attempting, as well as social media
00:39:26.380 --> 00:39:41.959



Shuronda Robinson: to get the word out to folks and make sure that people know that this process is happening, it will lead to a design process. So the city of Austin is in the midst of selecting a design firm

00:39:41.960 --> 00:40:00.230

Shuronda Robinson: that will take the input from this process and do the design for these. This phase, one A and one B, and so there'll be. I would imagine Tony and and Adrian another opportunity for folks to have feedback and input into the actual design. But we're.

00:40:00.230 --> 00:40:00.960

Tony Hron: I'm assuming.

00:40:00.970 --> 00:40:08.379

Shuronda Robinson: Really informs that so that the design team can get it. Get it right if you will. Yeah.

00:40:08.380 --> 00:40:12.543

Tony Hron: That's right. And and that'll be my role as making sure that

00:40:13.180 --> 00:40:23.139

Tony Hron: the design team reflects community input to the greatest extent possible. And then the idea being, and

00:40:23.620 --> 00:40:40.310

Tony Hron: is that once we have conceptual or schematic design plans, we will be getting back together with the Disa and the architects, and presenting to the public. Hey, this is what you told us. This is what we turn that into. What do you think?

00:40:40.620 --> 00:40:43.900

Tony Hron: So there will be an opportunity for them to weigh in.

00:40:44.380 --> 00:40:48.070

Heath Creech: What's the timeline for the design input before you start to seek that.

00:40:49.350 --> 00:41:11.530

Tony Hron: Well the design. We hope to have them on boarded. By the end of March. Just have them, you know the contract signed with the city, and then it'll take them several months to work through those initial phases of of design before they have a concept that can be

00:41:12.383 --> 00:41:13.630

Tony Hron: presented to

00:41:13.930 --> 00:41:21.560

Tony Hron: to the public. I don't want to commit to a a specific timeframe, but it'll certainly be.

00:41:22.350 --> 00:41:27.760

Tony Hron: you know, mid to say, summer fall of next year.

00:41:28.390 --> 00:41:30.390

Heath Creech: Okay? So if you can,

00:41:31.150 --> 00:41:52.560



Heath Creech: keep me on this list from a soul city perspective, like, of course, we can do, we can do broad based advertising to the community. But I think the best bang is going to be for the book. We have an online group of black cultural influencers on Instagram, and it's about 15 to 20 people in there, and they all have like, probably the minimum is like 5,000 followers in there. So you.

00:41:52.730 --> 00:42:02.689

Heath Creech: So you're probably talking about, you know, 100,000 couple 100,000 followers between everybody. And we're all individually connected. So, and it's event planners in there that would be definitely be a group. I would.

00:42:02.740 --> 00:42:08.270

Heath Creech: Because again, that's how I was looking at this space from an event, planner, they're going to be the ones most interested in that

00:42:08.648 --> 00:42:20.840

Heath Creech: and then the second group, African American Leadership Institute. That's a group like leadership, Austin. Right now we've got 105 and growing fellows in there. That would be from a civic

00:42:20.840 --> 00:42:37.929

Heath Creech: public input group that we can make sure those 2 groups are familiar with and plugged in. I think those 2 would represent your best opportunity to get good feedback and involvement versus just general public awareness not really quite tuned in these. Both of these groups would be informed and

00:42:37.930 --> 00:42:51.190

Heath Creech: highly invested in seeing maximum community use space again. Especially I keep going back to the co-working space. I think that's a huge opportunity to get people through those doors.

00:42:51.820 --> 00:42:52.460

Tony Hron: Yeah.

00:42:52.620 --> 00:43:17.370

Tony Hron: I guess. I saw Adrian, you put your hand up. You may have the same question I have, which is, how do we get what you're seeing on your screen. Now, in front of those groups you were just mentioning Heath. What's the best way for us to? Because, as you can see we have 3 more meetings at the beginning of January, and we'd love to maximize participation to the extent possible.

00:43:18.030 --> 00:43:20.340

Heath Creech: And it would be pretty much just kind of what we did.

00:43:21.170 --> 00:43:21.750

Shuronda Robinson: Yeah.

00:43:21.750 --> 00:43:23.210

Tony Hron: Exactly. Yeah.

00:43:23.210 --> 00:43:23.980



Heath Creech: Okay.

00:43:24.150 --> 00:43:24.820

Tony Hron: And then.

00:43:24.820 --> 00:43:34.569

Tony Hron: and actually, the in person ones will probably go into a little bit more about like prioritization and that kind of thing. But, generally speaking, yes, what we just did.

00:43:37.582 --> 00:43:39.909

Heath Creech: Is there a website?

00:43:40.890 --> 00:43:51.069

Shuronda Robinson: Yes. So that's all in the email. Preach, and I'll pop it to the top of your inbox. And I'll it has the graphic that you see here on the screen.

00:43:51.070 --> 00:43:51.540

Heath Creech: Hmm.

00:43:52.660 --> 00:43:54.350

Shuronda Robinson: So, yeah.

00:43:54.850 --> 00:43:59.850

Tony Hron: Yeah, if you go to the next slide, it should have the email on it or the website on it.

00:44:02.380 --> 00:44:03.800

Tony Hron: Maybe the one before.

00:44:03.920 --> 00:44:05.650

Heath Creech: I've got the email from you, Sharonda.

00:44:05.910 --> 00:44:07.590

Tony Hron: There it is this one.

00:44:07.830 --> 00:44:09.759

Shuronda Robinson: Yeah, you found it. Preach.

00:44:09.760 --> 00:44:10.440

Heath Creech: Yeah.

00:44:11.120 --> 00:44:11.860

Shuronda Robinson: What else? Flora?

00:44:11.860 --> 00:44:16.060

Heath Creech: Okay. So I I, you know, from a marketing standpoint.

00:44:16.360 --> 00:44:28.950

Heath Creech: I mean, I look at this like I saw the email. And it just kind of went into the, you know, yet another city meeting. But I'm pretty excited after our conversation. And it's an opportunity to have

00:44:29.070 --> 00:44:31.319

Heath Creech: a broad based. Very nice.

00:44:31.540 --> 00:44:53.489

Heath Creech: Because that's 1 of our biggest issues quote unquote, you know, in the black community is finding event spaces that are available that are affordable. And if you guys, this is an



opportunity for the community to get again, particularly the event planning community and the civic community get input in before while it's still applicable versus, you know, we see the plans after already done, and can't change anything. I think it represents. You need to get input.

00:44:53.490 --> 00:45:01.270

Shuronda Robinson: Reach. Could we? Could we focus on January 7th as an opportunity to bring those folks to

00:45:01.400 --> 00:45:05.050

Shuronda Robinson: that meeting? It would be an a virtual meeting.

00:45:06.070 --> 00:45:06.630

Heath Creech: You know.

00:45:06.630 --> 00:45:12.439

Shuronda Robinson: Imagine that'd be easier easy for folks to get their input and feedback.

00:45:12.690 --> 00:45:13.270

Heath Creech: Yep.

00:45:13.500 --> 00:45:15.140

Tony Hron: And they can sign up.

00:45:15.290 --> 00:45:18.059

Shuronda Robinson: Yeah. And they can sign up on that website.

00:45:19.450 --> 00:45:20.890

Heath Creech: Yeah, so let me

00:45:21.250 --> 00:45:23.049

Shuronda Robinson: I'll I'll remind you.

00:45:23.907 --> 00:45:44.250

Heath Creech: Well, you don't have to. I was gonna tell you, Sharon, if you don't mind, I'll follow up with you with my thoughts of of what we can do from here. And again, making sure we do very targeted with the Instagram influences. And they would Ali like for sure. And then, of course, we do a general broad public for who just may want to get involved, but definitely targeting those 2 groups.

00:45:44.250 --> 00:45:47.420

Shuronda Robinson: Love it, thank you, love it, love it, love it.

00:45:47.420 --> 00:45:52.279

Heath Creech: Okay, so give me a couple of days and I'll get something over to you. We can. We can target that on January 7th date.

00:45:52.280 --> 00:45:52.645

Shuronda Robinson: Okay.

00:45:53.180 --> 00:45:55.789

Heath Creech: And as well. You know the in person like.

00:45:55.790 --> 00:45:56.439

Shuronda Robinson: Bye, bye.

00:45:56.440 --> 00:46:01.309



Heath Creech: Target all 3 days. So the virtual and pick your choice, you want to go in person, or
00:46:01.470 --> 00:46:03.879

Heath Creech: are they gonna be at the carver, the in person.
00:46:03.880 --> 00:46:05.729

Shuronda Robinson: The in person or at the carver. Yes.
00:46:05.730 --> 00:46:33.980

Heath Creech: Okay, cause I did like how the carver and I never got to use it, but I thought it was good how they use that front lobby. They got that big TV wall up there. And so, you know, for, like a small space with 30, 40 people, I thought that was a very nice use of the car, and they forgot to use it for anything, but that, to me seems to be what the mission of the carver needs to be is to become this community living room, this community gathering space where it's at the top of the mind, like, let me see if the car was available to do my thing. There is the 1st thing people think, and they go somewhere, if it's not available. But their 1st thought is, Let me go check out the carver.
00:46:36.690 --> 00:46:38.079

Shuronda Robinson: Well, thank you.
00:46:38.779 --> 00:46:48.579

Shuronda Robinson: I want to check with the team. Millie, Tony, Adrian, Christine, if you have any closing comments or or thoughts.
00:46:52.000 --> 00:47:03.830

Tony Hron: I'll just say, thanks to Heath, what I mean for a 1 person attendance. This has been a bounty of feedback and really quality stuff. So thank you so much, sir, for joining us.
00:47:04.200 --> 00:47:10.320

Heath Creech: Sure no problem. And I thought I was just gonna be on here, just lurking in the background.
00:47:10.660 --> 00:47:12.889

Shuronda Robinson: See your face, too.
00:47:12.890 --> 00:47:14.290

Tony Hron: That's right.
00:47:14.290 --> 00:47:14.705

Shuronda Robinson: Wow!
00:47:16.400 --> 00:47:23.619

PARD Community Engagement (Adrienne O'Keefe): I'll just second what Tony said, just very grateful for your your knowledge and your perspective, because it's it's really helpful.
00:47:24.200 --> 00:47:36.480

Heath Creech: I'm excited that the that the community can get excited. But, like the R. 35, project is really hard to get people to understand what you know what that's about, but this I think folks can get excited and and get engaged. So that's what I'm excited about.
00:47:37.580 --> 00:47:53.860



Christine Pascualdo: Thank you so much, Keith. I appreciate you. Jumping in to help us spread the word our mailing list is about as big as you described your list of folks, but our click rate is at 8% open.

00:47:53.860 --> 00:47:54.460

Heath Creech: Ben.

00:47:54.930 --> 00:48:19.784

Christine Pascualdo: Like no one even opens the email. I know it's because it's coming from the city. I think a lot of people are like, I don't want to see that and so yeah, we're trying. And they're like you said, there's so much programming. But it's always just. I'm so grateful when I see this whole city helps out and repost. And it's just really

00:48:20.330 --> 00:48:26.060

Christine Pascualdo: thank you. That's what communities about. And I emailed you, a folder of 00:48:26.290 --> 00:48:39.309

Christine Pascualdo: our pool area from from our dropbox you can see it activated. And I linked you to the artists post about when it happened. Just in case you want to see that.

00:48:39.310 --> 00:48:43.079

Heath Creech: Okay, and I'll make sure that you know on the promotion we.

00:48:43.200 --> 00:49:01.250

Heath Creech: I have good relationships with black life Atx. She's got 12,000 on hers. And then young Black Austin, he's got 17,000. So we kind of all 3 work together. So I'll make sure this is something that we're all 3 pushing and not just coming from Soul City to get the whole community because they like mo reaches the younger folks as well. So we make sure we're plugging into everybody.

00:49:01.560 --> 00:49:02.240

Christine Pascualdo: Appreciate it.

00:49:02.240 --> 00:49:03.530

Christine Pascualdo: That. Thank you.

00:49:04.300 --> 00:49:06.599

Shuronda Robinson: Anything before we we wrap up.

00:49:06.600 --> 00:49:16.529

Millie Williams: Yeah, I'd just like to say Thank you as well. Thank you to all of the staff, but especially thank you to you, Heath. You always show up.

00:49:17.141 --> 00:49:41.859

Millie Williams: You have been working and partnering and collaborating with Sharonda and Adisa communications. For all the years that I've been working, and you always show up well, and we appreciate that. And I'm so glad to see that all the team has reached out to you to be able to maximize. You know your collaborations and resources, and

00:49:42.120 --> 00:49:45.720

Millie Williams: this is getting to be more exciting. So thank you.

00:49:46.300 --> 00:49:48.850



Heath Creech: Alrighty. I appreciate all the comments. Thank you, guys.

00:49:49.080 --> 00:49:53.220

Shuronda Robinson: Thank you so much. Thank you. Heath. Have a very happy holiday season.

00:49:53.480 --> 00:49:55.579

Shuronda Robinson: Happy Kwanzaa! Everybody.

00:49:55.580 --> 00:49:56.490

Millie Williams: And Sir.

00:50:02.990 --> 00:50:05.740

Shuronda Robinson: So yay.

00:50:06.310 --> 00:50:07.070

Millie Williams: Yay!