



# Minnehada Park Association (MPA)

## Strategic Plan

(Adopted May 23, 2012)

### *Our Mission:*

“To preserve, protect and enhance the natural environment of Minnehada Regional Park, while advocating respect, appreciation and enjoyment of the Park’s natural and historical attributes as well as recreational resources.”



## Our Vision for Minnehada Regional Park:

*As more people are discovering the hidden gem that is Minnehada Regional Park, it remains a place of rare beauty and provides an exceptional wilderness experience with complementary cultural and recreational features. The Park remains protected from threat of external pressures and offers multi-generational, multi-faceted and multi-cultural activities. There is something here for everybody.*

*The Park is a sanctuary for both wildlife and visitors to the park. The wilderness feel is not compromised by the facilities, trails, and interpretive messages that are needed to allow for safe public enjoyment of the Park. The Park provides superb educational opportunities and is a great place to just get away from it all.*

*The Park is primarily a nature park, with areas for appropriate activities or attractions. To the north is the woods and marsh, south of that is the Lodge, south of the Lodge is the Farm.*

- *The woods and marsh remains a space to get away from the noise and over stimulation of the city. It is a place for interpretative walks for schoolchildren and adults, photography, picnics, jogging or just sitting on a bench and admiring the view.*
- *The Lodge provides a cultural focus. The Lodge is a multi-purpose space which hosts the Annual Art in the Park Festival and the monthly "Creative Café. It is a place to educate people about the natural and human history of the area*
- *Just south of the Lodge the public space has expanded to incorporate the Farm for recreational and educational purposes.*

*Special features include a typical West Coast rainforest and mixed deciduous forest that is used for research and public recreation/education, a Ducks Unlimited managed refuge, and a wildlife sanctuary that is connected to a Nature House. Educational institutions of all levels are engaged in the Park.*

## Our Vision for the Minnehada Park Association (MPA):

*The MPA is well known and respected in the community. People have opportunities to get involved and realize their aspirations for Minnehada Regional Park through the MPA.*

*Public awareness and education is the main focus for the MPA as we introduce people of all ages to the beauties of the Park through publications, web-based technology, displays, educational programming, guided tours and special events. The MPA shares the biology, ecology, history, geography, and geology of the Park with our visitors. The MPA tells the whole story of the human and natural history of the park, rather than one aspect.*

*The MPA are stewards of the Park and organize activities that:*

- *Maintain and improve the long-term health of the forest and wetlands.*
- *Develop good working relationships with agencies and organizations involved in stewardship.*
- *Protect and enhance natural ecosystems including aquatic, terrestrial and wildlife habitats.*

*The MPA creates programs that bring community members together to advocate and implement community stewardship.*

*The MPA is a catalyst for schools to get involved in using the Park both informally as a field studies classroom and more formally through arrangements with Metro Vancouver. The MPA encourages studies of both nature and past farming techniques.*

*The MPA finds unique ways to attract the public to the park by offering cultural and artistic events. The Annual Minnehada Art in the Park Festival, and the monthly "Creative Café", give artists the opportunity to share their work with the public in a natural setting that enhances the experience for both artist and visitor.*

*The MPA effectively utilizes our members and resources to achieve the core activities that have proven to be successful in the past. The MPA remains flexible and open to new ideas.*

## Our Core Values:

Environmental Preservation/Protection  
Education and Public Awareness  
Recreation  
Health and well-being  
Culture and Artistic Expression  
Preservation of History (Natural and Human)  
Balancing Safety with the Wilderness Experience  
Economic well-being  
Fun

## Our Mission:

Our mission as set out in the Constitution of the Minnehada Park Association is as follows:

*The purpose of the Minnehada Park Association is to preserve, protect and enhance the natural environment of Minnehada Regional Park, while advocating respect, appreciation and enjoyment of the Park's natural and historical attributes as well as recreational resources. In partnership with [Metro Vancouver] and in cooperation with local municipalities, the Association will:*

- a) Support the principles of the Parks Management Plan and Operating Program of Minnehada Regional Park, which outlines the wildlife, recreation, historical and agriculture values of the park as well as their protection;
- b) Be directly and fully involved in the development of all management plans for the Park through a process of continuous consultation, consensus building and advice;
- c) Support work to preserve, enhance and restore, whenever necessary, the Park's natural environment and heritage resources;
- d) Encourage understanding and appreciation of the natural, historical and agricultural features of Minnehada Regional Park through interpretive, educational and other informational programs and also awareness and promotion of recreational opportunities;
- e) Advance region-wide stewardship and enjoyment of the broad range of natural, historical and human-enhanced resources of Minnehada Regional Park while being sensitive to the concerns of the Parks neighbors, including responsible use of the recreational trails network, the waterways, fish and habitat, land use and park facilities for diverse uses;
- f) Advocate on behalf of the Minnehada Park Association to other agencies as appropriate, and nominate a representative to the Regional Parks Forum;
- g) Maintain a broadly based inclusive Association with a representative executive that actively supports and advances the mission and objectives of Minnehada Park Association; and
- h) Support the goals of the Minnehada Park Association through fund-raising activities.

## Our Strategic Plan: Goals, Strategies & Actions to reach our Vision

### **Goal 1**

**Enhance the reputation of the Minnehada Park Association (MPA) by becoming better known and respected in the community.**

#### **Strategy 1.1**

Publish information about the Minnehada Park Association.

##### **Actions**

We will:

- Create a newsletter that can be sent to publications, posted on our Face Book page and handed out at events.
- Contribute articles to other Newsletters & Publications.
- Develop useful content on our Website and actively promote the site.
- Provide MPA brochures and newsletters at Park bulletin boards.

#### **Strategy 1.2**

Create opportunities to network with other agencies.

##### **Actions**

We will:

- Invite Councillors from Port Coquitlam, Coquitlam, Port Moody, Belcarra and Anmore to meetings.
- Organize a Regional Park Association Conference.
- Invite Media such as the CBC to do a program on Minnehada Regional Park and possibly host a program at the Park.

#### **Strategy 1.3**

Develop a marketing plan.

##### **Actions**

We will:

- Create a committee to lay out a marketing plan and look for funding.
- Create a marketing plan resource package

## **Goal 2**

### **Provide opportunities for more people to get involved with the MPA and realize their aspirations for Minnehada Regional Park.**

#### **Strategy 2.1**

Promote the idea of public involvement with Minnehada Regional Park and the MPA.

##### **Actions**

We will:

- Post notices on the Park bulletin boards inviting people to come to our meetings.
- Hand out our newsletter at "Creative Café" and other events.
- Have roving MPA ambassadors in the park handing out brochures and surveys

#### **Strategy 2.2**

Advance dialogues with the community and find out what are their interests.

##### **Actions**

We will:

- Hold an open forum for people to express their ideas.
- Invite Public participation on our Face book page.
- Create and moderate a Web Forum.

#### **Strategy 2.3**

Establish a well-developed membership program.

##### **Actions**

We will:

- Create a membership committee to design activities and show the benefits of being a member. Develop membership processes to identify how members can get involved. Implement a follow up mechanism.
- Create a Junior membership for children and publicise in schools and clubs
- Create a resource package that shows the benefits of being a MPA member.

#### **Strategy 2.4**

Establish a well-developed volunteer program.

##### **Actions**

We will:

- Create a volunteer committee to show the benefits of being a volunteer and develop volunteer processes, identify how volunteers can get involved and follow-up to get volunteer involvement.
- Create a resource package that shows the benefits of being a volunteer.

#### **Strategy 2.5**

Identify unique ways to attract the public to Minnehada Regional Park.

##### **Actions**

We will:

- Create an events committee to come up with ideas for attracting the public such as looking into holding concerts/theatre in the Park, hosting/promoting a photography contest, or other workshops.
- Hold neighbourhood public meetings to get direction and ideas about what would attract them to the Park.

### **Goal 3**

#### **Educate and increase public awareness of the values of Minnehada Regional Park.**

##### **Strategy 3.1**

Be a catalyst to have schools and clubs use Minnehada Regional Park for Educational purposes.

##### **Actions**

We will:

- In cooperation with Metro Vancouver, encourage:
  - Schools to holding field trips in the Park.
  - Colleges and Universities to do research in the Park
  - Scouts, Girl Guides, etc. to host events in the Park.

##### **Strategy 3.2**

Provide the public with publications, web based technology, displays, educational programming, guided tours and special events.

##### **Actions**

We will:

- Post monthly announcements on the Park bulletin boards about "What's happening in Minnehada".
- Compile a book on Minnehada Farm.
- Create a Video on Minnehada Farm.
- Develop an Audio Visual component (Slide Show), to add to our display.
- Participate in community events using our displays.
- Hold our annual Minnehada Art in the Park Festival.
- Host monthly Creative Cafés.
- Host 100<sup>th</sup> Anniversary Celebration.
- Invite experts to give lectures on Natural Science and History at the Lodge.
- Access publications from Metro Vancouver Library and other sources about history ecology wildlife etc. to host on website and to develop new publications for MPA use.
- Develop feasibility study and proposal for a Web Camera to be hosted by either the MPA or Metro Vancouver that will be accessible by the public.
- Host birding classes for schools or naturalist groups.

## **Goal 4**

**Promote Ecological Health in Minnehada Regional Park and restore, wherever necessary, the Park's natural environment and heritage resources.**

### **Strategy 4.1**

Protect and enhance natural ecosystems including aquatic, terrestrial and wildlife habitats.

#### **Actions**

We will:

- In cooperation with Metro Vancouver, compile an inventory of Park flora and fauna.
- Through a joint MPA/Metro Vancouver committee, be directly and fully involved in the development of all management plans for the Park through a process of continuous consultation, consensus building and advice.

### **Strategy 4.2**

Organize volunteer activities that maintain and improve the long-term health of the forest and wetlands, and restore the natural environment and heritage resources.

#### **Actions**

We Will:

- Through volunteer work parties, assist management of invasive species that threaten the Park
- Organize a "Garden Club" to plant and maintain the Lodge gardens.
- Identify potential projects for future restoration and funding acquisition and coordinate MPA involvement where appropriate.
  - Consult an expert to identify the steps needed to preserve the Pet Cemetery.
  - Advocate for research into exploring the options to repair and renovation the pond by the picnic area to make it safe and attractive.
  - Advocate for the extension of trails that include the Farm.
  - Advocate for the rebuilding of the Addington Point Lookout.

### **Strategy 4.3**

Develop good working relationships with agencies and organizations involved in natural and cultural stewardship.

#### **Actions**

We will:

- Work with Metro Vancouver to implement the Parks Management plans.
- Continue and develop relationships with ecological and cultural/heritage organizations such as Ducks Unlimited and Hamber Foundation.
- Organize a Regional stewardship summit.
- Organize a Park Association Conference.