

RECREATION AND PARK COMMISSION FOR THE PARISH OF EAST BATON ROUGE

CITY-BROOKS PARK MASTER PLAN + LAKES VISION SPECIAL COMMITTEE

Special Meeting – 5:00 PM

Wednesday, April 1, 2026

BREC Administration Building at Milton J. Womack Park

6201 Florida Boulevard, Baton Rouge, LA 70806

Room 1801

AGENDA

Please note: This is a public meeting of the City Brooks Master Plan Steering Committee. The purpose of today's meeting is to receive information and engage in discussion only. No votes or formal decisions will be made. Because no action will be taken today, public comment will not be received during this meeting. Members of the public are welcome to observe, and any written comments may be submitted to staff for distribution to the committee.

I. Call to Order – The meeting was called to order by BREC Superintendent Janet Simmons at 5:01 p.m.

II. Roll Call

Committee Members present: Janet Simmons

Committee Members absent/online: Mike Polito, Carl Stages, Cricket Gordon, Rob Stuart, Zach Corbin, Christina Melton, Chris Meyer, Jason Andreasen, Michael Raby, and Randy Albarez.

III. Information Items

A. Review of Stakeholder Engagement Groups

1. Adjacent Community Interests/Community Connections
2. Economic Development
3. Maintenance & Environment
4. Arts & Culture
5. Recreation Interest

Discussion:

1. Survey Data Integrity Is a Major Concern

1. The committee discussed a case where a single respondent appeared to complete the survey an unusually high number of times (over 180 responses).
2. Staff confirmed they are investigating IP addresses and filtering out repetitive or suspicious entries.
3. There is concern that even if invalid responses are removed, the *perception* of survey manipulation could undermine public trust in the results.

2. Engagement Gaps Identified (Younger & Underrepresented Communities)

1. Committee members expressed concern that current outreach may not sufficiently reach:
 - A. Younger residents (under ~45–50)
 - B. Older residents who are not tech-savvy
 - C. Residents in Old South Baton Rouge and adjacent neighborhoods

2. Strong support emerged for face-to-face engagement (churches, Council on Aging locations, coffee shops, community centers) combined with electronic survey tools.
3. Stakeholder vs. Public Meetings Clarified
 1. The upcoming April 6 stakeholder meeting is invitation-only and intended to gather focused input from identified stakeholder organizations.
 2. The April 22 meeting will be a fully open public meeting, with expectations of high attendance (possibly exceeding current venue capacity).
 3. Committee members raised questions about legal/public-meeting implications if committee members attend stakeholder meetings; staff committed to confirming this.
4. Need for Broader, More Strategic Outreach
 1. Suggestions included:
 - A. Leveraging civic associations' email lists
 - B. Posting QR-code flyers in local businesses, coffee shops, and at the Gallery
 - C. Using schools, churches, libraries, and Head Start programs to reach families and older residents
 2. Earth Day (April 11) was identified as a key outreach opportunity using iPads to administer surveys in person.
5. Public Narrative & Media Strategy
 1. Committee members expressed concern about growing negative public narratives (e.g., focus on "removing golf").
 2. Consensus formed around proactively engaging local media (Advocate, TV stations) through editorial briefings to clearly explain:
 - A. The committee's advisory role
 - B. The purpose of the master planning process
 - C. What decisions are—and are not—being made at this stage
 3. Staff confirmed an Advocate article is already planned and that broader communications efforts are underway.

B. Review next meeting line-up for Community Engagement.

1. April 22nd
 - A. Special Committee meeting – morning
 - B. Public Meeting on 4/22 - evening

C. What are thoughts about a paper input survey that can be placed in public spaces?

- VI. Adjournment
- VII. New Business – NONE
- VIII. Committee Member Questions
- IX. Adjournment
Motion to adjourn at 6:00 p.m. by Janet Simmons.

Respectfully submitted,

A handwritten signature in black ink, reading "Angela M. Harms" followed by a long horizontal flourish.

Angela Harms
BREC Director of Planning & Engineering