

SPRINGFIELD-GREENE COUNTY PARK BOARD
Park Board Retreat
Lake Springfield Boathouse, 2312 E Lake Springfield Dr., Springfield, MO 65804
Monday, March 2, 2026

1. ROLL CALL

Ms. Susie Turner called the retreat to order at 9:00 am.

Park Board Committee Members Present: Leslie Carrier, Don Chenevert, Jr., Cody Danastasio, Mark McNay, Dr. Dale Moore, Dr. Dianna Parker, Royce Reding, Susie Turner

Park Board Committee Members Absent: Curtis Jared

Park Board Staff Present: Leigha May, Ron Schneider

2. STRATEGIC PLANNING DISCUSSION

Dr. Spencer Harris, Paige Oxendine, and Alex Hollenback of Habitat Communication and Culture presented findings from a pre-retreat survey completed by Board members. The feedback was organized into a SWOT analysis to help guide strategic priorities for the next 12 months.

Board members identified several strengths, including strong executive leadership and positive internal staff transitions, the breadth and quality of park assets and facilities, strong community trust and goodwill, and a diverse mix of programs, events, and sports offerings that serve a wide range of residents.

Key weaknesses discussed included the current funding model and lack of a stable, dedicated funding source amid rising operational costs. Deferred maintenance and aging infrastructure were noted as ongoing concerns, particularly the absence of a long-term capital replacement strategy. Board members also reflected on a tendency toward organizational overextension, acknowledging that Parks often assumes additional responsibilities to support partners, sometimes at the expense of staff capacity and morale. Additional themes included the need for stronger storytelling and branding, as well as clearer communication regarding safety and operational changes. Members emphasized the importance of being more proactive in communicating with the public rather than reactive when adjustments become necessary.

Opportunities identified included exploring expanded funding mechanisms, such as a potential county-wide tax, and cultivating relationships with major business donors. The Board also discussed strengthening partnerships while ensuring mutual accountability and more balanced collaboration. Resource allocation and operational efficiency were highlighted as areas for improvement to ensure long-term financial sustainability. Additional discussion included maximizing sports facilities and sports tourism potential, refreshing the department's branding, and aligning staff roles more strategically with organizational needs and individual strengths.

Threats identified by the Board included unstable funding, asset deterioration, workforce pressures related to rising wage requirements, and scope creep. Members discussed the importance of establishing clearer boundaries, prioritizing core services, and focusing on leveraging existing assets more effectively to support long-term stability and strategic growth.

During the Park Board Retreat, Habitat Communication and Culture facilitated a discussion focused on defining where the Parks system should be positioned three years from now, with an emphasis on setting realistic and achievable goals. Through discussion, the Board identified four primary objectives for the next 12 months:

1. Gain radical clarity regarding Parks core services to easily determine what does and does not fit for the organization.
2. Have a comprehensive, data-driven understanding of the Parks' brand and identity.
3. Identify a small number of pilot parks to improve the perception of safety in over the course of a year.
4. Gain radical clarity into how the Park Board budget will start consistently dedicating 20% of the overall budget to capital work.

3. ADJOURNMENT

Chair Susie Turner adjourned the retreat at 1 p.m.