

# COUNCIL LETTER & PRESENTATION TIPS

## HOW TO PREPARE



### RESEARCH YOUR TOPIC

When presenting or submitting the initial idea of a skatepark to your local council, it's important to "keep the main thing the main thing." This means, if your community doesn't have a skatepark or needs an additional skatepark, you should present a case for one with findings and examples of how a skatepark will positively impact your community. If your community has a skatepark but it's at the end of its usable life and is no longer safe to use, you should focus on the need for repair or replacement, including the potential impact it will have on the community if nothing is done.

You may find it to be a valuable resource to meet with a skatepark design-build firm, such as Drop In Skateparks, early on, to gather information and to utilize them as a backboard for any questions you might have as you prepare. A qualified skatepark design-build firm will have previous experience working on municipal skatepark projects, involving committees, councils, and the public.

### PRESENT YOUR FACTS & FINDINGS

Councils may have a number of agenda items to address in a meeting, so it's important to respect the allotted time you are given for your presentation. Presenting facts are an excellent strategy to use in order to keep within that timeframe while providing strong evidence for your cause. (This includes if you are writing a letter and it's being addressed by a staff or council member during the meeting!)

In your initial presentation, the following items are important to address:

- Your name, the community you're from, and the topic you're sharing on.
- How skateparks impact youth and communities.
- Why your community needs a skatepark (or needs the current skatepark to be revitalized or replaced - a skatepark design-build firm can assist you with this by conducting a feasibility study.)
- What your proposing to council as next steps. Be specific. This could include meeting with a skatepark design-build firm to discuss the best preliminary actions, the estimated cost and timeline of a project, or inquiring about a site for the skatepark. (Remember, you're not

telling your council what they must do, you're asking if they'll consider further discussion of your community recreation strategy.

### REVIEW & REHEARSE



Letters and presentations that are both convincing and engaging are reviewed and rehearsed. Try collaborating with or asking another person interested in your campaign to read over your notes or watch you present. Have them time your presentation to see if you need to adjust your talking points, have them role play and ask you questions so that you're prepared to receive and answer any potential questions from your council, and ask them to "poke holes" in your plan (aka. better clarifying something.)



### KEY TAKEAWAYS

#### Remember to:

- Be respectful.
- Be patient and inquisitive.
- Present facts, not emotional arguments.
- Clearly articulate yourself.
- Come prepared and rehearsed.
- Remain optimistic.

