

**MINUTES
OF THE RETREAT OF THE
EDINA PARK BOARD
HELD AT CENTENNIAL LAKES PARK
AUG. 11, 2015
5:30 P.M.**

I. CALL TO ORDER

Chair Gieseke called the meeting to order at 5:42 p.m.

II. ROLL CALL

Answering roll call were Members Nelson, Jacobson, Greene, Gieseke, Cella, Segreto, Strother, McCormick, Good

Member Jones arrived at 5:48 p.m.

Student Members present: Colwell

Absent Student Member Chowdhury

III. APPROVAL OF MEETING AGENDA

Member Good made a motion, seconded by Member Cella, approving the meeting agenda.

Ayes: Members Nelson, Jacobson, Greene, Gieseke, Cella, Segreto, Strother, McCormick, Good
Motion approved.

IV. ADOPTION OF CONSENT AGENDA

Member Good made a motion, seconded by Member Segreto, approving the regular meeting minutes of July 14, 2015, as amended on Page three to change “Mr. Hayward stated there generally is . . .” to “Mr. Hayward stated there generally is not much activity except for the Fourth of July Fireworks”.

IV.A. Approval of Minutes – Regular Park Board Meeting of Tuesday, July 14, 2015

Ayes: Members Nelson, Jacobson, Greene, Gieseke, Cella, Segreto, Strother, McCormick, Good
Motion approved.

V. COMMUNITY COMMENT

None

VI. REPORTS/RECOMMENDATIONS

VI.A. Human Services Task Force

Ms. Kattreh informed the Park Board the Human Services Task Force needs a Park Board representative. She went over what the position entails.

Member Segreto commented that she has been the Park Board representative on the Human Services Task Force and noted that members decide how the funds are allocated and most times the City Council takes the recommendation and approves it.

Member Jones stated that she will volunteer to be the Park Board representative on the Human Services Task Force.

Member McCormick made a motion, seconded by Member Segreto, to appoint Member Jones as the Park Board representative to the Human Services Task Force.

Ayes: Members Nelson, Jones, Jacobson, Greene, Gieseke, Cella, Segreto, Strother, McCormick, Good

Motion approved.

VI.B. Park Board Retreat – Tuesday, Aug. 11, 5:30 – 9:30 p.m. at Centennial Lakes Park

Ms. Kattreh presented the Park Board Retreat Agenda.

Member McCormick provided brief remarks about what will be done during the Park Board Retreat.

Chair Gieseke introduced Don McCormick, who works for United Healthcare working for talent development, and indicated he will be facilitating the retreat.

Mr. McCormick explained to the Park Board that discussions will be held regarding what is working with the Park Board and what may need improvement. He asked each member to think about answers to the following questions:

What should the Park Board keep doing?
What should the Park Board start doing?
What should the Park Board stop doing?

Members were asked to fill out the post-it notes and place them on the charts in the front of the room.

Mr. McCormick reviewed the items on what the Park Board should keep doing.

- Keep utilizing small work groups
- Keep discussing how to implement the strategic plan into the work plan
- Conduct annual retreat to help members build relationships
- Investing in facility improvements
- Opportunities to work on task groups
- Creating a community that appeals to multiple generations
- Focusing on a short goal while keeping the bigger picture in mind
- Provide updates of activities in the parks
- Provide honest feedback with the Parks & Recreation Department
- Keep strategic planning
- Keep looking at plans
- Seek community input
- Evaluate whether the parks are serving all Edina residents
- Ensure every member has a chance to voice their opinion
- Keep updates on current projects – progress
- Keep doing financial impact presentations
- Driving work plan ideas
- New board member orientation
- Skip a month a year of meetings
- Educate members on 2016-17 capital plan
- Provide thoughtful recommendations to the City Council
- Develop facility
- Work plan meetings for important topics
- Be respectful of board members time and length of meetings
- Be willing to listen to other board member comments

Stop doing:

- Don't revisit what has already been decided
- Stop overpromising
- Stop printing out Park Board materials
- Stop overscheduling the agenda
- Don't add agenda items not ready for Park Board review
- Long presentations
- Involve in financial plans or discussions
- Retracting a decision made at a meeting
- Ask opinions about issues that have already been decided by city leadership
- Relying heavily on outside consultants

Start doing:

- Analyze effectiveness of Park Board
- Using website more
- Allocating resources to complete 2015 work projects
- Seeing more finance in making decisions
- Key metrics that track performance
- Alternative communication vehicle to tell what's going on
- Share plans for parks
- Actively solicit more input from board members for their opinions
- Start systematically providing information on parks
- More Park Board meetings in park facilities
- Update status reports
- Provide more info – welcome to new residents about the parks
- Add small amount of time at each meeting for strategic plan discussions
- Using standard forms of advisory board communications for all discussion items on agenda
- Work on projects outside the meetings
- Specific actions set for the work plan
- Set proposed agenda times and keep the time so time is not wasted
- Facility reports from Park Board members
- Calendar for year of key agenda items each month
- Reduce the number of comments a member can make

Mr. McCormick asked the groups to organize the comments into categories. He noted categories could include financials, facilities, updates, communicating, work plan, open dialogue, focus on community, meeting process rules, decision making, ideas around topics for consideration, etc.

Ms. Kattreh provided information on the following items:

Parks, Open Spaces and Trails – Ms. Kattreh indicated that when they look at branding, signage and way-finding there currently is \$500,000 in park dedication fees that have been specifically allocated by the City Council to a signage project. She stated this is something that would be a really great Park Board initiative. She noted some things were identified for branding and way-finding in the Strategic Plan and they can continue to explore those areas as well marketing the parks and programs to make residents more aware of offerings. She indicated that she is interested in how residents find out about what is going on as well as what the Park Board can do better.

Recreation Facilities – Ms. Kattreh indicated she would like to think about a business management model for enterprise facilities; what should the enterprise facilities look like. She asked as a resident

what you expect the city to be able to cover in terms of the operating expenses. Should the facilities and parks start to be more commercialized? Do you want the city to start more partnerships? Do you want the parks to remain more natural? Do you want to see more advertising? Do you have any ideas of what you would like our parks to look like and how does that impact our financial sustainability? Do we have any infrastructure that is missing such as education and natural resources?

Recreation Programs – She asked what the city can do to get more residents participating in their programs. If they want to impact 30-35% of all residents how can they do that from a marketing perspective? What age groups are we missing? How can we attract those people that we are not being able to reach with programs?

Ms. Kattreh informed the Park Board that Max Galaxy, the new registration program, was rolled out last Monday.

Chair Gieseke stated a while ago they were trying to compare themselves to top tier communities and asked what number makes them excellent? Ms. Kattreh replied that 35 is a good number in terms of benchmarking.

Ms. Kattreh indicated they can continue with the survey; however, she is not completely confident with the survey that was done last time and noted they will continue to analyze that type of information.

Ms. Kattreh asked if there are any trends they are missing as far as recreation programs.

Mr. McCormick separated the Park Board members into three groups and each group had two focus areas to discuss.

Group 1 – Parks, Open Spaces and Trails – Members Jacobson, Nelson and Strother (staff/Susan Faus) - Retreat focus:

1. Develop, refine and implement branding, signage and way finding plan included in the Strategic Plan.
2. Market parks and programs throughout the city to inform residents of offerings.

Group 2 – Recreational Facilities – Members McCormick, Jones, Good, Segreto (staff/Patty McGrath) – Retreat focus:

1. Implement a policy-supported business management model for enterprise facilities that addresses a cost recovery model toward financial sustainability.
2. Explore the development of innovative infrastructure in the park system to support environmental education and natural resource planning.

Group 3 – Recreational Programs – Members Gieseke, Greene, Cella, Colwell (staff/Amanda Clarke) – Retreat focus:

1. Attract 30-35% of all Edina residents to experience organized recreation programs through Edina Parks & Recreation Department by identifying and closing programming gaps.
2. Keep up with evolving needs and trends by re-evaluating offered programs and interest levels.

Member Nelson reviewed Group 1's items:

- Update signage in the parks and make sure all parks are labeled
- Provide maps of parks, connections to other parks and amenities in each park
- Show the trail system connecting parks
- Add park information to new resident welcome package as well as information for “potential” new residents
- Welcome to different neighborhoods

- Put mile markers on trails
- Market the Edina Parks & Recreation Department along with City of Edina logo, etc.
- Social media
- Marketing print information at public locations within the city
- Advocates for the city using apps

Member Good commented that he really likes the idea of an app. Member Jones suggested the app be a way for residents to advise the city of items needing attention within the city.

Member Good reviewed Group 2's items:

- Create a distinct and common business plan to utilize the strengths of the facilities
- Determine the purpose of each facility
- Who is the audience and what is the market
- What organization/talent does it take to run that facility
- What is the cost to break even
- Facility marketing
- Form more commercial relationships; where are opportunities to make a creative relationship
- Pilot specific fundraisers for specific enterprise facilities; if it works, replicate to other parks
- Have a regular report back to the Park Board; knowledge level is pretty thin
- If this type of a model is being implemented how is it reported back to the Park Board on a regular basis
- There are significant gaps financially between the different facilities such as the Art Center and how do we close that gap
- Each facility would have a different revenue model
- There is a Resource Manager position in the strategic plan perhaps in 2017 and if we really want to drive this we need the Resource Manager in place. Do we accelerate the hire of that position? Let's get going on developing a job description, a work plan for that position and explore what other excellent communities do in this area – outside of Twin Cities, outside of Minnesota
- Engage with external resources – master watershed managers and master naturalists who are looking to engage with communities on a volunteer basis to help the communities
- Develop unique program activities utilizing those resources; may not be long extended programs
- Focus on open spaces
- Identify areas for protection and leave them as natural spaces for people that enjoy that environment
- Market for what it is
- Look for opportunities for nature trails
- Foster relationships with environmental organizations. Audubon Society for example
- City wide plan to improve pollinator's habitat and education

Member Cella reviewed Group 3's items:

- Attract 30-35% of Edina residents; this could be in one or two age groups
- Break down the age groups and figure out what makes sense
- Get best possible data on how we are doing with the age groups right now (there probably is not a lot of good programming for all age groups)
- Once age groups are identified determine how we are meeting their needs right now
- What do the groups we aren't meeting the needs of want as far as programs
- What are other cities doing for the different age groups; it may be a communication issue

- Build awareness of programs
- Offer new residents through their welcome packet possibly coupons for one or two free programs within the city
- Have new programs offered at a discount when offered for the first time as a pilot program
- Get a better handle on the programming
- Make sure there is no overlap with other programs
- Make sure all groups know who they are programming for
- More centralized programming
- Target marketing of programs.

Member Nelson stated her kids love the summer programming and some programming of non-school days would be popular.

- Develop a comprehensive list of all programs
- Which age group is targeted for the programs
- Hoping the new database going forward would give good data about participation rates
- Explore more partnerships with people like Three Rivers Park District, School District, etc.
- How can we leverage their expertise with programming; that might be a way to solve some of the issues of lapses in programming during non-school days
- Look at the new trends
- See what other areas are doing
- Designate one park for pilot programs
- Pickup soccer or baseball games
- How do we measure the success of the programs; a survey will be sent out to all families who participated in the programs

Ms. Faus indicated they have not done a good job for the past ten years of getting feedback on their programs. She pointed out there has been discussion about creating business plans for the programs and we will be looking at that for next year.

Member Good suggested someone going to the program and asking the participants in real time what they like, etc. Member Cella replied that it's difficult to find the opinions of the people who don't use the parks. Member Nelson stated that is where the Ambassador Program would be helpful.

Discussion was held about how to work with the other commissions and boards within the city as far as programming. It was noted that transportation is another issue when looking at trails working in conjunction with the public transportation groups.

VII. CORRESPONDENCE AND PETITIONS

A letter dated July 14, 2015 was received from Kim Montgomery, 5300 Evanswood, regarding the Strategic Plan that she brought before the Park Board at the July 14 Park Board meeting.

VIII. CHAIR AND BOARD MEMBER COMMENTS

None

IX. STAFF COMMENTS

None

X. ADJOURNMENT

Chair Gieseke made a motion, seconded by Member Good, to adjourn the meeting.

Ayes: Members Nelson, Jones, Jacobson, Greene, Gieseke, Cellar, Segreto, Strother, McCormick,
Good

Motion approved.

Meeting adjourned at 9:43 p.m.