



REPORT/RECOMMENDATION

To: Park Board	Agenda Item <u>Item No. VII. A.</u>
From: John Keprios, Director Parks & Recreation Department	<input type="checkbox"/> Action <input checked="" type="checkbox"/> Discussion <input checked="" type="checkbox"/> Information
Date: September 11, 2012	
Subject: August 13, 2012 Park Board Retreat Review	

ACTION REQUESTED:

Review and discuss the August 13, 2012 Park Board Retreat. Staff recommends that the Park Board review the written results of the retreat and have a brief dialogue of any follow-up thoughts or recommendations for consideration.

INFORMATION/BACKGROUND:

The Park Board conducted a retreat on Monday, August 13 at the Edina Senior Center. Results of the retreat are reflected in the attachments.

There were several excellent questions that were asked during the retreat, one of which was "How is the meeting agenda determined?" Taken directly from the Park Board's newly revised bylaws adopted by the City Council:

Meeting Agendas

Meeting agendas will be prepared by the Chairperson in consultation with the City Staff Liaison. Members may request that items be added to the agenda; however, the addition of such items is subject to approval by a majority of the voting members. The meeting agenda and related materials will be sent electronically and mailed the **Wednesday** prior to the scheduled regular meeting.

Meeting Proceedings

During regular meetings, business will be conducted in the order listed below. The order of business may be changed with the support of a majority of the voting members.

- Call to order
- Roll call
- Approval of agenda
- Approval of minutes from preceding meeting
- Public hearings
- Community comment
- Reports and recommendations
- Correspondence
- Commission comments
- Staff comments
- Adjournment

Meetings will be conducted according to the latest edition of *Roberts Rules of Order*.

In practice, I will draft a proposed agenda and email it to the Park Board Chairperson for their approval. The Chairperson has the authority to edit and add to the proposed agenda. There are a number of agenda items that are ongoing **monthly** routine items (Community Comment, Approval of Agenda, Approval of Minutes, etc.); some that are **annual** agenda items (Fees and Charges, CIP, Budget, etc.); and some items that are requested by the public (individuals, special interest groups and organizations). Several agenda items are driven by the Park Board's Work Plan. Some agenda items are directives from either City Council or the City Manager. Most of the agenda items are a result of good planning; however, it is the nature of government that there are several agenda items that are unforeseen that require Park Board action.

If there are still questions from the retreat that you feel remain unanswered, please feel free to ask staff to gather the information and provide clarity to the question(s).

ATTACHMENTS:

- A. Work Plan New Initiatives Brainstorm
- B. SOAR Analysis
- C. Edina Park Board Retreat Evaluation
- D. Minutes from the August 13, 2012 Work Session Retreat

**August 13, 2012 Edina Park Board Retreat
2012 Work Plan New Initiatives Brainstorm**

New initiative	Notes	Votes received
Community survey		2
Strategic planning process - New programming - Forecasting	New programming and forecasting	3
Individual park goals		1
Community lifelong learning	Program	3
Infrastructure replacement plan	i.e. tennis courts	1
Grandview	Program	1
Trolley transit	Amenity	0
Park connectivity	Walkability, biking, working with other boards	1
Paddle sports	Program - canoe, tube, kayak	0
Public relations plan		0
Nature program	Program - to address nature deficit syndrome, bird watching, nature hikes, geocaching	2
Winter healthy living campaign	Program, lights, socializing, Braemar, fitness accountability	2
Space utilization	Senior Center, Art Center	
Fundraising and development	Campaign, policy, and benchmarks	1
Wading pools		1
Seniors and kids	Program	
Framework for facility categorization and cost recovery		5
Park green energy assessment and implementation		3
"Greening" of parks		
Dog park on East side of Edina		
School district partnership		1

*Members could put all three of their votes toward one initiative

August 13, 2012 Edina Park Board Retreat - SOAR Analysis

Strengths

- Maintenance
- Trained staff
- A variety of facilities and amenities
- Right-sized city
- The community values parks
- Lots of acreage
- Low staff turnover and good applicants
- Liquor funding is an asset
- Something for everyone
- Neighborhood parks
- Great golf and pool
- Strong sense of community

Opportunities

- Nature related, non-structured programming
- Nine Mile Creek Regional Trail
- More playing fields
- Structured bird watching
- Community gardens
- Community center
- Grandview
- Biking connectivity (regionally)
- Innovative programming
- Needs assessment
- Work w/ schools more closely
- Senior Center
- Art Center
- Energy efficiency
- Green programs
- Digital presence
- Marketing
- Plan to improve parks
- Contract negotiation
- Categorization of facilities by financial goals

Aspirations

- Courage to evolve and to make tough choices
- Define tactics and priorities
- Enterprise cost recovery
- Categorization of Centennial Lakes Park
- Become as well-regarded as the school system
- Comprehensive, direct opportunities for all
- Well-oiled machine

August 13, 2012 Edina Park Board Retreat - SOAR Analysis

- Fiscal responsibility
- Premier park system
- Well run and maintained
- Budget visibility
- Link results to goals

Results

- Annual survey
- Usage statistics
- Participant costs
- Action items with defined objectives

Edina Park Board Retreat Evaluation
August 13, 2012

1. How did our retreat go today?

- Good
- Okay

Highs?

- Scott's presentation
- Priorities
- Scott's talk
- Good first attempt to pull together
- Listing of initiatives for next year

Lows?

- I did not find the city manager's presentation very helpful

2. What were the most important things that the group accomplished today?

- Beginning to think more strategically
- Figuring out our role to add strategic items
- Brainstorm session for the work plan
- Listing of initiatives for next year
- Plans for future actions

3. Regarding today's retreat, what is still unclear to you?

- How some of the issues identified on the board assessment can be addressed
- Still somewhat unclear of our role vis-a-vis City Council

4. Other comments?

- I wish we could have reviewed the survey results together and talked more about how to make our meetings more efficient
- I wish we could have heard from John too
- A retreat should be held every 3-4 years, along with a board assessment for review by the chairperson
- Good session

**MINUTES
OF THE MEETING OF THE
PARK BOARD
WORK SESSION RETREAT
EDINA SENIOR CENTER, SHERWOOD ROOM
August 13, 2012
5:30 PM**

I. CALL TO ORDER

Chair Steel called the meeting to order at 5:25 pm

II. ROLL CALL

Answering roll call were Members Dan Peterson, Jacobson, Gieseke, Steel, Cella, Jones, Kathryn Peterson, Segreto, Deeds

III. APPROVAL OF MEETING AGENDA

Member Dan Peterson made a motion, seconded by Member Deeds, approving the meeting agenda.

Ayes: Members Dan Peterson, Jacobson, Gieseke, Steel, Cella, Jones, Kathryn Peterson, Segreto, Deeds
Motion Carried

IV. ADOPTION OF CONSENT AGENDA

Member Dan Peterson made a motion, seconded by Member Deeds approving the consent agenda as follows:

IV.A. Approval of Minutes – Regular Meeting of Tuesday, July 10, 2012

Ayes: Members Dan Peterson, Jacobson, Gieseke, Steel, Cella, Jones, Kathryn Peterson, Segreto, Deeds
Motion Carried

V. WARM UP AND RETREAT EXPECTATIONS

Chair Steel informed the Park Board that the work session retreat is going to be an informal setting and she would also like staff to participate. She explained the work session retreat is to help them get on track for the upcoming year. She indicated that all boards and commissions have been asked to create a work plan and therefore this is an opportunity to not only work on that but get a broader view and understanding of the Parks and Recreation Department and what vision the Park Board would like it to have. She added that they are not going to approve their work plan tonight but rather come up with ideas for it and at their next Park Board meeting they will come up with a formalized plan.

VI. SOAR ANALYSIS (Goal: to identify strengths, weaknesses and our preferred future direction that will help frame our work plan)

Chair Steel explained to the Park Board they are going to work on a SOAR Analysis which is an analysis of strength, opportunity, aspirations and results. She indicated that it's a way of looking at an organization and thinking about a vision, where they want to go and what they are capable of. (Attached are the results of the SOAR Analysis).

VII. SPECTRUM EXERCISE

Chair Steel had the Park Board do an exercise to show there are all kinds of approaches that add value.

VIII. CITY MANAGER SCOTT NEAL PRESENTATION OF THE PARK BOARD'S ROLE

(Goal: Provide clarification of the board's mandated role and how it intersects with City Council and staff)

City Manager Scott Neal informed the Park Board he has had a chance to work in a couple of different forms of City government and shared his experiences. City Manager Neal then gave a presentation to the

Park Board. After the presentation Chair Steel commented to the Park Board that they will be working on their work plan and she hopes City Manager Neal's presentation gave them more direction of what kind of scope and new initiative the City Council is looking for.

IX. 2013 PARK BOARD WORK PLAN (Goal: Identify new initiatives, ongoing responsibilities and other ideas considered for 2013 or future years)

The Park Board brainstormed on the things they would like to see and what their top initiatives should be. (Attached are the results of the 2013 Work Plan New Initiatives Brainstorm).

X. CLOSING

Chair Steel handed out an exit survey to the Park Board.

XI. ADJOURNMENT

Meeting adjourned at 8:50 pm.