

REPORT / RECOMMENDATION



To: Park Board

Agenda Item #: VI.B.

From: Ann Kattreh
Parks & Recreation Director

Action
Discussion
Information

Date: Aug. 11, 2015

Subject: Park Board Retreat

Action Requested:

Discussion

Information / Background:

Park Board Vice-Chair Brenda McCormick and Park Board Chair Dan Gieseke have been planning the Park Board retreat which will replace the regular Aug. 11, Park Board meeting. This retreat will take place at the Hughes Pavilion at Centennial Lakes Park. It is scheduled to run from 5:30–9:30 p.m. Dinner and snacks will be served. Please dress casually as we will also be playing bocce at the croquet and lawn games area at Centennial Lakes Park.

The 2016 Park Board Work Plan must be finalized at the September Park Board meeting. Please be prepared to discuss potential Work Plan topics. I've attached a copy of the 2015 Park Board Work Plan for your review.

Attached please find planning materials for the retreat. Please review and prepare the pre-retreat work that is requested.

Attachment:

Agenda - Edina Park Board Retreat
2015 Park Board Work Plan

Edina Park Board Retreat

Aug. 11, 2015 / 5:30-9:30 p.m., Centennial Lakes Pavilion

Objectives

- Strengthen relationships among Park Board members and Parks & Recreation Department staff
- Reflect on Park Board effectiveness in 2014-2015
- Identify ways in which the Park Board can increase team effectiveness as a governing/advising body
- Propose ways in which the Park Board will support the attainment of the key priorities
- Identify 2016 Park Board Work Plan initiatives

Pre-work

- 1: Complete Park Board member introduction sheet
- 2: Complete Keep, Stop, Start Doing Activity
- 3: Review Development Areas for small group focus—to be assigned at July Park Board Meeting

Agenda

5:30-5:45	Welcome / Agenda review Code of Ethics review Gather food
5:45-6:30	Dinner Park Board Member Introduction (3 minutes each) Introduction of Top 3 Areas of Development to Support 2016 Work Plan (Ann)
6:30-7:30	Outdoor team activity – Bocce Ball
7:30-8:00	2014 Reflection: What should the Park Board keep doing, stop doing and start doing to increase effectiveness?
8:00-8:45	Top 3 Areas of Development: small group work <ul style="list-style-type: none"> • Objective: Identify ways in which the Park Board will support the attainment of the key priorities • Directions: <ul style="list-style-type: none"> ○ Review the assigned Area of Development ○ Identify: <ul style="list-style-type: none"> ▪ Work groups needed ▪ Greatest areas of risk ▪ Funding needs ▪ Community involvement ▪ Expertise needed ▪ What should be included in the Fiscal Year 2016 work plan? ▪ What milestones should be completed within the next 30, 60 and 90 days? ○ Prepare to report out: 5 minutes to summarize work, 10 minutes for large group discussion
8:45-9:30	Top 3 Areas of Development: report out and large group discussion
9:30	Conclude <ul style="list-style-type: none"> • Next steps • Confirm how retreat information will be distributed

Pre-work Handout 1: Park Board Member Introduction Sheets

Worksheet will prompt members to come prepared to share about themselves.

1. Name
2. Were you named after anyone?
3. How long have you lived in Edina?
4. How long on Park Board?
5. Why are you interested in serving on the Park Board?
6. What areas of expertise, strengths or interests can be leveraged by the Park Board?
7. Which of the Guiding Principles most resonates with you as a Park Board Member? Why?
8. How do you and/or family use our Parks and Recreation facilities?
9. What is the last book read or movie saw? Would you recommend it to others?

Pre-work Handout 2: Keep, Stop, Start Doing Activity

In preparation for the retreat, consider the past year and identify things we should collectively as a board Keep Doing, Stop Doing and Start Doing.

Keep Doing:

1.

2.

3.

Stop Doing:

1.

2.

3.

Start Doing:

1.

2.

3.

Pre-work Handout 3: Development Areas to Support 2016 Work Plan

- Note: At July Board Meeting, members will select the groups he/she will work on so that pre-work can be completed prior to the retreat.

5 Areas of Development from Strategic Plan (highlighted areas will be discussion topics for retreat)

1. Natural Resources and Sustainable Parks
2. Parks, Open Spaces and Trails
3. Recreation Facilities
4. Recreation Programs
5. Finance and Management

GROUP 1 – PARKS, OPEN SPACES AND TRAILS

Park Board Members: Jacobson, Nelson, Strother

Staff: Susan

Retreat focus: Develop, refine and implement Branding, Signage and Way finding Plan included in the Strategic Plan (Strategy 1.2) / Market parks and programs throughout the City to inform residents of offerings (Strategy 1.3)

GROUP 2 – RECREATIONAL FACILITIES

Park Board Members: Jones, Good, Chowdhury

Staff: Patty

Retreat focus: Implement a policy-supported business management model for Enterprise Facilities that addresses a cost recovery model toward financial sustainability (Strategy 1.3) / Explore the development of innovative infrastructure in the park system to support environmental education and natural resource planning (Strategy 1.4)

GROUP 3 – RECREATIONAL PROGRAMS

Park Board Members: Greene, Cella, Colwell

Staff: Amanda

Retreat focus: Attract 30-35% of all Edina residents to experience an organized recreation program through EPRD by identifying and closing programming gaps (Strategy 1.1) / Keep up with evolving needs and trends by re-evaluating offered programs and interest levels (Strategy 1.2)



Park Board 2015 Annual Work Plan

2015 New Initiative	Target Completion Date	Budget Required	Staff Support Required	Council Approval
Inclusive Playground Equipment – Rosland Park	December 2015	\$200,000	Director and Assistant Director, Public Works Director	
<p>Park Board Duties: Select members of the Park Board to serve on a working group to design an inclusive playground at Rosland Park. Staff will apply for grants and \$200,000 has been allocated in the 2015 CIP. The inclusive playground equipment at Rosland Park is contingent on receiving sufficient grant funding. Park Board will be asked to review and comment on design, and conduct a standard public process. The City Council will have the final approval of this project. Park Board member(s):</p>				
<p>Progress Report:</p>				

2015 Initiative	Target Completion Date	Budget Required	Staff Support Required	Council Approval
Strategic planning with a comprehensive needs assessment	December 2015	\$94,000	Director, Assistant Director, Enterprise Managers, Recreation Supervisors, Administrative Support Staff, Public Works Director	
<p>Park Board Duties: Serve on working groups and subcommittees with consultants, staff and residents to evaluate city needs to identify, prioritize and develop a plan to address strategic uses relating to policies, facilities, programming and financial and personnel resources. A subcommittee has already been established including Members Deeds, Cella, Steel, Segreto and Jones. \$60,000 is budgeted in the 2013 CIP. At the completion, the Park Board will provide review and comment on the strategic plan. The City Council will have the final approval of the strategic plan.</p>				
<p>Progress Report:</p>				

2015 Initiative	Target Completion Date	Budget Required	Staff Support Required	Council Approval
Fred Richards Park Master Plan	December 2015	0	Director, Assistant Director, Recreation Supervisors, Administrative Support Staff, Public Works Director	
<p>Park Board Duties: Select a working group, working group chair and a consultant. Assess needs, provide community engagement and work with consultant to develop a master plan for Fred Richards Park. At the completion, the Park Board will provide review and comment on the proposed master plan. The City Council will have the final approval of this project. Park Board member(s):</p>				
<p>Progress Report:</p>				

2015 Initiative	Target Completion Date	Budget Required	Staff Support Required	Council Approval
Arneson Acres Park Master Plan	August 2015	\$35,000	Director, Assistant Director and Horticulturist	
<p>Park Board Duties: Select a working group, working group chair and a consultant. Assess needs and work with consultant to develop a master plan for Arneson Acres Park. At the completion, the Park Board will provide review and comment on the proposed master plan. The City Council will have the final approval of this project. Park Board member(s): Ellen Jones, Louise Segreto.</p>				
<p>Progress Report:</p>				

2015 Initiative	Target Completion Date	Budget Required	Staff Support Required	Council Approval
Cost Recovery Goals for Enterprise Facilities	October 2015	0	Enterprise Managers, Director and Assistant Director	
<p>Park Board Duties: Form a subcommittee to review enterprise facility budgets and business plans and programming and the overarching department goals determined by the strategic planning process in order to reevaluate enterprise classifications and to set cost recovery goals. The committee will present findings to the Park Board for review and comment regarding cost recovery goals and criteria for classification as an enterprise. Park Board member(s):</p>				
<p>Progress Report:</p>				
<p></p>				

2014 New Initiative	Target Completion Date	Budget Required	Staff Support Required	Council Approval
Braemar Master Plan	June 2015	\$53,000	Braemar GM, Braemar Superintendent, Parks & Recreation Director, Assistant Parks & Recreation Director	
<p>Park Board Duties: Park Board Members Deeds and McCormick are serving on the Braemar Master Plan Task Force. The Park Board will receive a master plan recommendation from the Master Plan Consultant and the Task Force. The Park Board will review and comment and make a recommendation to the City Council on the final plan. Park Board member(s): David Deeds, Brenda McCormick</p>				
<p>Progress Report:</p>				

2015 Initiative	Target Completion Date	Budget Required	Staff Support Required	Council Approval
Fundraising for Parks & Recreation Department	December 2015	0	Director, Assistant Director and Recreation Supervisors	
<p>Park Board Duties: Park Board will establish a subcommittee to study fundraising opportunities for the Parks and Recreation Department. The committee will present recommendations to the Park Board for their approval. Park Board member(s): Ellen Jones, Thomas Downing</p>				
<p>Progress Report:</p>				

2014 New Initiative	Target Completion Date	Budget Required	Staff Support Required	Council Approval
Urban Forest Task Force Report	December 2015	0	Director or Assistant Director	
<p>Park Board Duties: Park Board will establish a subcommittee to study the Urban Forest Task Force Report. The Park Board will hear recommendations provided by the EEC, decide which recommendations to implement and adopt a plan to phase in selected recommendations. Park Board member(s): Ellen Jones, Louise Segreto</p>				
<p>Progress Report:</p>				

Ongoing Responsibilities

- Capital Improvement Plan
- Fees and Charges
- Election of Officers
- 2016 Park Board Work Plan
- Green Initiatives
- Donations and Policy Donations Brochure

Ongoing Initiatives

- Edina Veteran's Memorial
- Sports Dome, Outdoor Rink, Pamela Park Renovation

Other Work Plan Ideas Considered for Current Year or Future Years

Cooperative Agreement with School District for use, upgrade and maintenance of Creek Valley Park athletic fields and Cornelia School Park athletic fields.

2015-2016

Volunteer Collaborative with Community Education Services

Proposed Month for Joint Work Session:

Staff Comments:

Council Comments: