

MAPLE GROVE

PARKS AND RECREATION BOARD

REGULAR MEETING

AUGUST 18, 2016

Community Center
7:30 p.m.

Regular Meeting The Regular Meeting was called to order by Chair, Bill Lewis at 7:29 p.m.

Board Members Present Board Members present were: Chair, Bill Lewis; Vice Chair, John Ferm and Board Members: Deb Syhre and Ken Helvey.

Board Members Absent Board Members absent were: Troy Nygaard, Terry Sharp and Kelly Cunningham.

Also Present Also present were: Karen Jaeger, Council Representative; Chuck Stifter, Director; Mark Saari, Superintendent of Recreation; Lisa Jost, Community Center Manager; Patty Anderson, Administrative Supervisor; Jeanne Vestal, Recreation Facilities Supervisor; Lisa Gedker, Aquatic Coordinator; and Alyssa Pink, Summer Intern.

Approval Of Agenda **Motion made by Vice Chair Ferm, seconded by Board Member Helvey to approve the agenda for the August 18, 2016 meeting as presented.**

Upon call for the question, on a voice vote, there were four ayes and no nays. Motion carried.

BOARD MEMBER/STAFF REPORTS

Miscellaneous Board Member Reports **Maple Grove Days:** Board Member Syhre noted that as she was not present last month, she wished to thank the staff for all their efforts in making Maple Grove Days such a success. She indicated they did an outstanding job and were always so prepared.

Phenow Pavilion Dedication: Chair Lewis shared with the Board a thank you from former Chair Phenow following last month's dedication of the Phenow Pavilion. He indicated that he had a copy of the comments that former Chair Phenow made at the dedication if staff would like them.

Board Member Syhre: Vice Chair Ferm stated that as Board Member Syhre was not present last month, he wanted to take this opportunity to thank her for making Maple Grove Days such a successful event. He noted her efforts are much appreciated by the Board and the entire community. Chair Lewis also expressed his appreciation for her efforts.

Miscellaneous Staff Reports

Maple Grove Days: The Director displayed a photo of the Teen Center float that was in the Maple Grove Days parade. He noted that on behalf of staff, it was also a pleasure to work with Board Member Syhre for Maple Grove Days.

Board Member Syhre shared an example of staff's cooperation during the event and noted the various staff members that are so willing to help in different capacities. She indicated she appreciated all their efforts.

LifeTime Esprit de She: The Director stated that last week they hosted the LifeTime Esprit de She event at Central Park. He indicated it was the first such event there and was a good test for staff. Jeanne Vestal noted that they had about 2,000 runners and a total crowd estimate of 4,000. She indicated the finish line was in the park and that the facilities such as the splash pad were very busy. She noted that next year the organizers may consider bringing in lights to allow the event to run longer.

Community Center Pool: The Director noted that the Board was aware that earlier in the month they had a potential public health issue at the pool. Lisa Gedker provided the Board with a summary of the action they had taken and detailed what Cryptosporidium was and where it can be found. She noted that they did not have a documented outbreak, but indicated there were two kids from the area that were diagnosed with it and had been at the pool on different days. She indicated that as a precaution, the Health Department directed staff to close the pool and treat it. Lisa Gedker that she was out of town when the closure occurred and indicated her willingness to return, but noted that staff did an amazing job in handling the situation without her. She noted the pools were closed about 4:30 p.m. on August 2nd and reopened at 7:00 a.m. on August 4th. Lisa Gedker reviewed how they raised the chlorine level and then let it drop down to normal levels. She noted that they also cleaned

all the pool equipment. During that time, she noted that Lisa Jost, Mark Saari, Patty Anderson and all the support staff did a great job informing the public about the closure and what Cryptosporidium was.

Lisa Gedker noted that the Health Department is completing their investigation and again indicated that there is not a way to document whether Cryptosporidium was actually in the water. She stated that the Health Department has interviewed the entire aquatic staff as well as patrons. Lisa Gedker noted that there is nothing that the Health Department would have them do differently in terms of chemical management. She indicated that the max parts per million of chlorine did just change to 10, up from 5. She stated that as a general rule they are suggesting it be closer to 5 parts per million, which is up from the 2 to 3 they were at. Lisa Gedker noted that overall it was good learning experience in terms of how to operate the pool in that type of situation and how to communicate with the public.

Chair Lewis noted that between Lisa's comments and what information the Director had sent to them earlier, he felt the Board was kept well informed. He indicated he was glad she did not return from her trip and pointed out that shows the depth and capabilities of the staff to handle such situations.

Photos: The Director displayed photos of the Phenow Pavilion Dedication from last month's meeting. He also displayed a photo from last month showing the receipt of the MRPA Award of Excellence for Parks and Facilities.

Recreation Program Up-Date: Mark Saari noted that the Fall Brochure was sent out around August 5th. He indicated that registration is starting a little earlier because of the office remodeling that is occurring. He highlighted the numbers for the various fall programs such as soccer, adult softball and the local youth football programs. Mark Saari noted that the last day of operation at Weaver Lake Beach will be Sunday, August 21st. He indicated the Maple Grove Triathlon will be held there on August 27th. Mark Saari stated that Labor Day will be the last day of summer operations for the pool and that the following day they will begin their annual shutdown.

Vice Chair Ferm commented on the various technologies available and raised a question as to whether they ever saw the

printed brochure going away. Mark Saari indicated the current thought among the industry is to keep the printed and delivered brochures in the community as long as you can. He noted that communities that have eliminated their brochures as part of cost saving measures have seen a significant drop in numbers.

Maple Grove High School Booster Club: The Director noted that just today staff held a conference call with the Maple Grove High School Booster Club about putting the high school logo on the ice.

Lisa Jost noted that the reason this was being brought up to the Board at this time was that the best time to have a logo installed would be over the Labor Day weekend. She noted the agreement they have with Prime Advertising to sell the various advertising in the ice arena. She indicated that one option is for the booster club to pay the \$2,500 per logo per year, but noted that in their discussions the club had indicated they would be interested in requesting a fee waiver. She also noted that they need to vet this with Prime Advertising because of the agreement. Lisa Jost indicated they were bringing this to the Board for their thoughts or comments.

The Director indicated that the Board could comment on the matter now or if they preferred they could send staff an email after they had time to think about it. He noted the basic question is if they would consider waiving the fee and allowing the club to put their logo on the ice.

Chair Lewis noted that the Director had brought this to his attention late in the day and that they felt it was important to bring it before the Board for their input. He also indicated that if they preferred to take some time to think about it, they could reach out to staff later with their comments.

Discussion occurred that this is something that could be done next year, but if there is a desire to have it done for this year's hockey season, then Labor Day weekend is the best time to accomplish it.

Responding to a question, Lisa Jost noted that it would be the Crimson logo in the ice and just in the Premier east rink. She reviewed what they currently have in terms of advertising and noted that those are two year agreements that are paid for

annually.

The question was raised if it was difficult to find advertisers for the rinks. Lisa Jost indicated that for the past 2 to 3 years they just had Premier Bank and just added Twin Cities Orthopedics this year. She noted the move seems to be towards getting larger companies to do sponsorships.

Vice Chair Ferm raised a concern that if they allow a waiver for the booster club, will the hockey association and others such as the skating club also want one. He indicated the need to be cautious in terms of setting a precedent.

Board Member Helvey indicated that he had received a call about this matter from a member of the booster club. He clarified that he no longer has a high school hockey player. Board Member Helvey noted that it was his understanding that this topic was approached with Frank Weber several months ago and that it was implied that this could move forward and that there was no discussion about the fee. He indicated the club has moved ahead with getting the logo and pointed out that there seems to have been a disconnect in the communication process.

Regarding the issue of other users, Mark Saari noted that the hockey association is the biggest user and that they contributed to the capital cost of the building and have their logo in the west rink. He indicated the next biggest user is the recreation department's Learn to Skate program, noting they don't necessarily have a skating club and that they work in conjunction with Three Rivers. Mark Saari noted it would not be a bad thing to have some advertising of the program in the rink. He indicated at one time they had a dasher board put up with the idea that they would sell that spot when needed. He stated that the third biggest user is the high school and that is probably where the line ends.

Board Member Helvey noted that he felt they need to be consistent and indicated there could be similar issues at other facilities and provided some examples. He suggested that perhaps they should convene a small committee to discuss the matter and provide consistency as they have lots of tenants in lots of different places. He pointed out that the partnerships that have been formed with the associations have benefitted both

parties. With regards to the ice logo, Board Member Helvey noted that he would probably be ok in general with putting it in this year and working on resolving the fee issue after or making it only for one year. He indicated that was based on his understanding the booster club did not necessarily get good information as to the process and what was required.

Mark Saari clarified that the Community Center is the only place that they actively sell advertising space and that there is a formal process in place.

Discussion took place regarding the matter of setting a precedent. It was noted that they not only have the Community Center but also the Dome and the Community Gym. The point was made that the associations are more looking at branding rather than advertising. Discussion again occurred that application of the rules seem to be inconsistent.

Lisa Jost clarified that banners hung in the arena are not part of the advertising agreement. She noted there are operational guidelines in place and explained how the banners were approved.

Patty Anderson stated that they have a temporary sponsorship guideline, a sponsorship guideline, and a donation guideline; noting that they are all applied throughout the park system. She stated that the Board's perspective has been that the ice arena is a unique situation and already has a system in place in terms of sponsorships. Patty Anderson noted that the businesses branding themselves within the community and partnering with the community has grown exponentially in the past five years. She indicated it may be a good time to review the guidelines and to see how they are applied across the board.

Responding to a question, Board Member Helvey indicated that it was his understanding that the booster club was not aware of the fee or the ability to request a fee waiver. He noted his understanding was that this had been discussed for several months and that the club understood there might be costs involved with the installation but were not aware of the fee.

There was discussion that the ideal time to do it is during the annual shut down based on the process involved. It was discussed that if it did not happen at this time this year it would

probably have to wait until next year.

Chair Lewis indicated in the short term there is the need to manage the expectations of the hockey community as it relates to whether they have ordered a logo based on an understanding of some kind and it is on its way. He noted that should be vetted a little more to find out the facts. Chair Lewis noted if that is the case and the Booster Club wants to request a waiver that they have some sort of a meeting; maybe not physically but in some way get the item before the Board in order to get it done in the right timeframe. He indicated he did not know what staff is best to handle that, but noted the need to figure out in the short term the way to address the issue so that the partnership continues to be as good as it can be.

The Director stated that they could take formal action in September and still get the process moving. He indicated they have done that in special situations previously based on the Board's direction.

Chair Lewis noted that in the long term this might be the right time for staff to look further at this issue. He suggested that between now and the first of the year they would want to get themselves in position for next year's operating plan and look at what needs to be addressed regarding sponsorship, advertising or the like throughout all the facilities.

Patty Anderson noted that donation and sponsorship program is a separate guideline. She indicated the fee waiver guideline has some specific criteria that was established by the Board. She noted this would be a good opportunity to see what they have in writing now, especially with Town Green and Central Park.

Board Member Syhre asked if Prime Advertising had anyone else interested in the ice logo. Lisa Jost noted that she did call them this afternoon and they stated they did not have anyone interested at this time.

Board Member Helvey stated that he had just received clarification that the booster club had ordered the logo and it was on its way.

Chair Lewis thanked him for that information and asked that staff go to work on this with all the parties who are stakeholders

in it. He asked that they keep the Board informed as to anything they need for next meeting or if they need some support before that time.

Mark Saari clarified that the community gym is School District property and that would not apply in terms of the Board's policy on sponsorships.

Central Park: The Director noted that they may see some piles of dirt in Central Park on the west side of the building. He indicated they had some water proofing repairs that required some excavation.

Council News: Council Member Jaeger thanked Board Member Syhre for all she has done for the community through MGCO. She noted the great job that the organization does for the community and recognized Board Member Syhre's leadership.

Council Member Jaeger stated that the Council is working on the budget for 2017. She reported on the Senior Fashion Flare that was held earlier in the day, noting she did model again this year.

Council Member Jaeger indicated there was a news report about the Arbor Lakes Senior Living Center where a gentleman questioned why the residents were not evacuated when a fire alarm went off. She noted that rules for that type of building are different than if it were a nursing care facility. She stated the City Attorney has already responded to the report.

Council Member Jaeger identified the six people that are running for City Council. She also noted that there were some things that needed trimming around the trail around Rice Lake and that she had forwarded pictures to staff. Council Member Jaeger noted she thought she had found an Emerald Ash Borer and that City staff came out to investigate. She indicated staff thought it was a Cicada.

SPECIAL BUSINESS

Special Business, Item #1 Summer Intern Report

Mark Saari introduced Alyssa Pink, a University of Minnesota student, who has served as a summer intern for the department.

Alyssa Pink stated that her experience with the Maple Grove Park and Recreation Department has been very valuable. She noted that she has had a variety of experiences, including being the Town Green Supervisor for the Thursday morning concerts; creating a new form for some Central Park events and taking registration; helping set up a variety of events for Maple Grove Days; planning and executing the Teen Fashion Show; social media marketing; and incorporating Pokémon Go into some of their established programs as well as creating some new programs around the game. She detailed a map of the Town Green and Pokémon Go sites in that location and how the game is played. Alyssa Pink stated that she also coordinated the photo shoot for Landscape Structures at Central Park, noting she used Facebook as the medium to gather models for the shoot. She displayed the video of the shoot that Landscape Structures put together. Alyssa Pink noted that a parent came up to her after the shoot and stated that the Central Park play area was very stimulating and engaging for her child who is autistic.

Alyssa Pink stated that she also learned many valuable skills such as how programs are budgeted, event planning, marketing strategies and scheduling and supervising staff. She noted the various staff that she worked with and indicated her favorite part was creating new programs. She thanked the Board for this opportunity.

Board Member Syhre noted that Alyssa did a great job working with MCGO on Maple Grove Days. She indicated she appreciated that she was always on top of the constant emails and the permitting process.

Vice Chair Ferm thanked Alyssa for her work. Chair Lewis questioned her future plans and noted that interns have a history of coming back and having a career with the department. He asked that she keep that in mind in the future and wished her well.

Chair Lewis noted that two of his grandchildren were in the photo shoot and he indicated it was a wonderful experience. He noted that people who were there continue to tell everyone about the park.

Chair Lewis questioned what Alyssa would tell people about

Maple Grove and her internship experience. Alyssa Pink responded that she shares that staff was very welcoming and always willing to answer questions. She noted she was very impressed with the how vast the Park and Rec program is. She noted she is planning to work at Lifetime, but would be happy to keep the department in mind in the future.

Chair Lewis questioned what tips she might have for future interns or anything they should be looking at. Alyssa Pink stated that they could make the internship a little more challenging, noting it is valuable to be pushed and that perhaps there could be more involvement with the sports program. She noted that overall it was a great experience and very insightful.

Responding to a question about social media, Alyssa Pink indicated she was not fully aware of what other cities are doing. She did note that staff is always on Facebook responding to comments.

CONSENT BUSINESS

Consent Business

Motion made by Board Member Syhre, seconded by Vice Chair Ferm to approve the Consent Items as presented.

- A. July 21, 2016 Special Meeting Minutes**
- B. July 21, 2016 Regular Meeting Minutes**
- C. Disbursements**
- D. PT Employees**
- E. Superintendent of Parks and Planning Appointment**
- F. CC and Dome Enterprise Reports**
- G. Special Use Permit – Hearts of Heritage 5K**
- H. Special Use Permit – Hope Walks & Rolls 5K**
- I. Special Use Permit – Charities Challenge 5K**
- J. Special Use Permit – Purple Church 5K**
- K. Gifts and Donations**

Chair Lewis commented on Item E and the hiring of Jeffrey Evenson as Superintendent of Parks and Planning. He reviewed the interview process and noted they are delighted to be able to add him to the team. He asked that the Director welcome him on the Board's behalf.

Upon call for the question, on a voice vote, there were four ayes and no nays. Motion carried.

OLD BUSINESS

Old Business, Item #1 Kids Around the World Agreement

Patty Anderson presented the staff report regarding the request to enter into an agreement with Kids Around the World to donate the obsolete play equipment from Woodcrest Neighborhood Park and Maple Tree Playlot. She noted that in 2013 the Board approved the endorsement of the donation agreement template and now they have the two playgrounds that are available. Patty Anderson stated that Kids Around the World are committed to removing the play equipment and shipping it to where it is needed. She indicated the park staff would be on site to help with the concrete footings.

Motion made by Vice Chair Ferm, seconded by Board Member Helvey to approve an agreement with Kids Around the World to donate the obsolete playground equipment at Woodcrest Neighborhood Park and Maple Tree Playlot.

Responding to a question, Patty Anderson indicated that right now it appears the equipment will be placed somewhere in Mexico. She noted that typically they will follow up with pictures showing the playgrounds all assembled.

Upon call for the question, on a voice vote, there were four ayes and no nays. Motion carried.

Adjournment

Motion made by Vice Chair Ferm, seconded by Board Member Helvey to adjourn to September 15th at 5:30 p.m. for the annual park tour.

Upon call for the question, on a voice vote, there were four ayes and no nays. Motion carried.

The meeting adjourned at 8:42 p.m.

Respectfully submitted,
Lois Foggia, Recording Secretary and
Chuck Stifter, Director
Parks & Recreation Board
City of Maple Grove