

## Maple Grove Parks and Recreation Board

### Regular Meeting

March 17, 2022

**Regular Meeting** The Regular Meeting was called to order by Chair, Bill Lewis at 7:00 p.m.

**Board Members Present** Present in the Chambers were Chair Bill Lewis, Vice Chair John Ferm, Board Members Ken Helvey, Deb Syhre, Kelly Cunningham, Debbie Coss and Andy Mielke.

**Board Members Absent** Board Members absent were: none

**Also Present** Also present in the Chambers were: Council Representative Leith; Chuck Stifter, Director; Ben Jaszewski, Parks and Planning Superintendent; Aimee Peterson, Recreation Superintendent; and Angie Dean, Community Center Manager; Crystal Anderson, Recreation Specialist; James Beckius, Arena Supervisor; Paul Mertes, Operations Supervisor.

**Approval of Agenda** Chair Lewis called for any changes to the agenda. Director Stifter replied there are none.

**Motion made by Vice Chair Ferm, seconded by Board Member Coss to approve the agenda for the March 17, 2022 meeting as presented.**

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

**Public Comment** No requests were received.

## **Special Business**

### **Maple Grove Community Garden Co-Op Presentation**

Recreation Superintendent, Aimee Peterson, reported the Maple Grove Community Garden Co-Op had a presentation for the Board.

Emily Bergen, Maple Grove Community Garden Co-Op, requested the Board consider a community garden in Maple Grove. She reported the Maple Grove Community Garden Co-Op has 24 members now and was interested in working with the City to create a community garden on city land. She noted Maple Grove currently had only one community garden through Lord of Life Church and the waiting list for plots was extensive. She explained roughly 15.6% of Maple Grove residents were renters without access to private property. She commented further on those struggling with food security and noted a community garden could help with this. She reported the Co-Op group reached out to the Board last year and was encouraged to pursue a community garden on private property. She explained the group has not been successful in finding land for this endeavor and encouraged the city to consider hosting a community garden on public land. She reported Plymouth, New Hope, Brooklyn Center, Brooklyn Park, Robbinsdale, Golden Valley, St. Louis Park, Hopkins, and Edina all have community gardens for their residents. She invited the Park Board to visit the websites for these city-sponsored gardens. She commented further on the benefits of community gardening which included: creating a sense of community, allowing for residents to meet their neighbors, as a crime prevention strategy, allowing for healthy food production, creation of cultural exchange opportunities along with intergenerational conversations, and known to increase property values. She indicated a community garden would cost the city some land, fencing, and water, but noted a yearly fee could be charged to members to assist with recouping expenses. She proposed Central Park, Weaver Lake Park, Kerber Park, Town Green Park, Fish Lake Woods Park, Maple Lakes Park, or Charest Park be considered for a community garden. She thanked the Board for considering her request and stated she was available for comments or questions.

Chair Lewis asked for comments from the Board.

Board Member Cunningham reported she loved gardening and came from Robbinsdale where she had backyard chickens and a small garden. She reported her home now was on one-half acre and she understood the desire to have gardening space. She stated her concerns were who would pay for and maintain the water source. She also had concerns about what would be planted in the garden.

Board Member Helvey commented there were enough cities around Maple Grove doing this, that he wanted to learn more about how they got this done. He stated he would like staff to gather more information and report back to the Board.

Board Member Coss indicated she liked the idea of a community garden, but explained this type of amenity would be quite involved. She noted there would have to be a water source, watering supplies, preparation of the soil, management of the registrations, etc. While she loved the idea, she anticipated that a great deal of work would be involved in getting this off the ground and a great deal of staff time would be involved to keep it properly managed. She supported staff looking into this further but noted the community garden may not be ready to go in 2022.

Board Member Helvey concurred, noting there would be a great deal of logistics to work through in order to get a community garden operational in Maple Grove.

Board Member Syhre stated she agreed with Board Member Coss. She explained she liked the idea of a community garden and indicated she would like to see the Park Board investigate this matter further.

Ms. Bergen reported Crystal Anderson would be interested in assisting with a community garden. She indicated she would be willing to volunteer her time, but understood staff time may be required as well.

Chair Lewis asked if staff had comments at this time.

Ms. Peterson reported she supervised Ms. Anderson, and her title was Recreational Specialist with a focus on outreach. She

noted an intergenerational garden was an area of interest for her, as well as a community garden, if supported by the Board. She indicated there was some room to grow with having the new farmers market manager assisting with the research and getting a community garden off the ground. She stated she and Community Center Manager, Angie Dean, worked closely with community gardens in their previous cities and would be able to gather information for the Board to review. She stated it would be valuable to have a strong group of volunteers willing to assist with this project.

Chair Lewis recommended staff partner with Ms. Bergen and others to learn how community gardens work in other communities in order to give the Board some responsible options to consider and pursue. He explained he did not have a timeline for this project but directed staff to proceed with gathering information and to report back to the Board at a future meeting.

Council Member Leith stated he supported the idea of a community garden but understood the Board needed more information before it could proceed.

### **Board Member Reports**

Board Member Syhre discussed the recent article that was included in the Maple Grove magazine on the Maple Grove 55 Forward program. She explained the magazine also included a letter from the President of the Minnesota Parks and Recreation Chuck Stifter. She indicated she was excited to see the new playgrounds opening up this spring.

Vice Chair Ferm stated he attended the first community center working group meeting and noted this group would meet again in April.

Board Member Helvey encouraged the public to get themselves educated regarding the community center referendum.

### **Staff Reports**

**Director's Report:** Director Stifter commented on the matters discussed at the community center working group meeting. He stated a lot of questions and answers were provided at this meeting and additional information was requested from staff.

Director Stifter reported Human Resources Director Denise Thul recently resigned after working for the city for the past three years.

Director Stifter stated the Park Board would be holding a joint meeting with the City Council and Planning Commission on Monday, April 18 where the Territorial Road Master Plan will be discussed.

Board Member Mielke commended staff for selecting a broad group of members from the community to serve on the community center working group.

**Parks and Planning Superintendent's Report:** Ben Jaszewski provided the Board with an update on Gleason Fields noting construction would begin once road restrictions were lifted. He reported the hope would be to have these fields playable in 2023.

Mr. Jaszewski updated the Board on the next steps that were being taken for the pickleball complex. It was noted community meetings would be held in April and concepts would be reviewed in May. Staff anticipated construction engineering would be done May through July with the project being bid in August. Construction could then begin in September with the project being substantially complete in July of 2023.

Mr. Jaszewski discussed the work the maintenance crews have been doing on the trails. He noted updates occurred within the Weaver Lake building and all of the boards on the Tristan Bay Bridge were replaced.

**Recreation Superintendent's Report:** Aimee Peterson reported the Maple Grove Skating School would be holding a live show on Saturday, April 16 at 1:00 p.m. and 6:00 p.m.

Ms. Peterson discussed how city run events have grown over the past two years. She noted the city would be hosting a Juneteenth Celebration on Sunday, June 19 in Central Park in Maple Grove.

Ms. Peterson reported letters would be sent to organizations in the community that have been using city fields for free in order to make them aware of the Board approved fees.

Ms. Peterson stated the Central Park skate loop would be closing on Friday, March 18.

Ms. Peterson indicated a great St. Patrick's Day celebration was held today for the seniors at the community center.

**Community Center Manager's Report:** Angie Dean stated she was still learning the ropes and had nothing to report at this time. She congratulated the Maple Grove Boys Hockey team for coming in second at the state tournament.

**Council Liaison's Report:** Council Member Leith thanked staff for all of their work on the community center working group website.

Council Member Leith reported the Council held a joint meeting with the Planning Commission on Monday to discuss rental housing trends and licensing procedures.

Council Member Leith explained he attended a ribbon cutting ceremony for Restore Hyper Wellness that afternoon.

Council Member Leith noted the Minnesota Real Estate Journal would be holding their annual award show on Thursday, April 21<sup>st</sup> and Maple Grove was in the running for Minnesota City of the Year.

Council Member Leith thanked all who were able to attend the Lions 4<sup>th</sup> Annual Wine and Beer Tasting event that was held on Friday, March 4<sup>th</sup>.

#### CONSENT BUSINESS

#### **Consent Business**

Chair Lewis requested further information regarding Item G. Ms. Peterson stated Kirsten Weigle has worked with the city for the past 14 years and has served as the Recreation Specialist. She reported Ms. Weigle has done a tremendous job

building relationships with the vendors at the farmers market and finding sponsorships. She reported Ms. Weigle's last day with the city of Maple Grove would be on Thursday, March 24<sup>th</sup> and explained she would be dearly missed. She encouraged the Park Board members to stop by the indoor farmers market next Thursday to wish her well.

Director Stifter requested staff speak to Items H and I. Ms. Peterson introduced the Park Board to Luke Kegley, who would be serving as the Recreation Program Assistant-Athletics. Luke Kegley thanked the Park Board for having him and stated he was very excited to be working for the city of Maple Grove. He noted he has a degree in Parks and Recreation with an emphasis in Therapeutic Rec. He reported he previously worked for Greg Boatman and at a residential camp in Pennsylvania.

Paul Mertes introduced the Park Board to Tanner Lunsford, who would be serving the city as the Facility Maintenance Coordinator at the Community Center. Tanner Lunsford stated he was happy to have this new position at the Maple Grove Community Center.

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

- A. Minutes – February 17, 2022 Regular Meeting**
- B. Approve Claims**
- C. Special Use Permit – Ave Maria Academy**
- D. Special Use Permit and Fee Waiver Request – Maple Grove Lions**
- E. Special Use Permit – Best Buddies, Minnesota**
- F. Fee Waiver Request – Maple Grove Ambassadors**
- G. Authorize Recruitment – Recreation Specialist – Farmers Market, Sponsorships**
- H. Appointment of Recreation Program Assistant-Athletics**
- I. Appointment of Facility Maintenance Coordinator**
- J. Authorize Recruitment – Facility Coordinator**

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

OLD BUSINESS

**Old Business, Item A  
Gleason Fields Athletic  
Complex – Guaranteed  
Maximum Price  
Amendment**

Parks and Planning Superintendent Jaszewski stated bids were received on February 10 and awarded by the Park Board at their meeting on February 17, 2022. Bids for items 11B Scoreboards and 13A Shade Structures were rejected by the Board and reassigned as Owner Costs. A savings of approximately \$45,000 for 11B is realized through a cooperative purchase with Daktronics. Item 13A will be purchased similarly through a cooperative purchase program and the budget amount of \$500,000 has been reassigned to Owner Costs and the project estimate has been updated to reflect those modifications. Bids/Quotes for categories 5A Structural Steel and Item 6D Millwork were not received at the time of bid opening and will be quoted in the next few weeks. RJM is carrying allowances for both items. It was noted Owner Costs have been updated to reflect the aforementioned changes and are estimated to be \$4,301,340 reducing the total project cost to \$14,843,602, which is slightly under the budget estimate that the Board reviewed at their February 17, 2022 meeting. Staff recommends the Board set the Guaranteed Maximum Price for the project at \$10,542,262 and approved the GMP Amendment Contract. The contract amendment has been reviewed by the City Attorney.

**Motion made by Board Member Helvey, seconded by Board Member Cunningham to approve the Guaranteed Maximum Price (GMP) of \$10,542,262 and authorize the Parks and Recreation Board Chair and the Parks and Recreation Director to execute the Guaranteed Maximum Price Amendment - Exhibit A dated March 17, 2022 contingent on final review by the City Attorney and the Parks and Recreation Director.**

Chair Lewis asked if the City Attorney had reviewed this contract. Director Stifter reported the City Attorney has been very involved in this contract.

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

**Old Business, Item B  
Arena Branding Concept  
and Authorization to  
Solicit Bids**

Director Stifter stated in November 2021, the Board approved the initial phase of a consulting services agreement with Prime Advertising and Design to develop an arena branding concept and sponsorship program. The completion of that work was reviewed by the Board in a March 17, 2022 work session. Staff and Prime have met with OMGHA, Maple Grove High School Hockey Boosters, and Maple Grove Skating School to obtain their support of the branding concepts. The Park Board would be responsible for the painting, directional/informational signage updates, bleacher covers, and general facility improvements. The estimated cost based on early budgetary estimates provided by painting contractors and signage professionals is in the range of \$200,000 to \$250,000. Partners and sponsors would be responsible for signage and graphics related to their specific branding improvements. The value of the painting work may exceed \$175,000 which requires a public bid process. Staff is requesting authorization to proceed with solicitation of bids and return proposals for Board consideration at an upcoming meeting. The targeted schedule for the bulk of the painting would ideally be during the May arena shutdown. This is a narrow timeline to assemble a bid package, obtain bids, award contracts, and schedule the work. Alternatives to the process are being considered which may include painting while the facility is open for use. This is not ideal but staff will work with the contractors to assemble the most efficient and effective schedule. Funding for the Park Board portion of the project would come from the Community Center building and equipment reserve fund. Revenues generated from the arena sponsorship program would be returned to the Community Center operating budget to offset the annual general fund transfer. Staff commented on the matter further and requested the Board support the concept and authorize staff to solicit bids for the improvements.

Chair Lewis discussed the concerns that were raised about the lobby area. He asked if there was any way the Board could have a virtual view of the lobby as proposed. Mr. Murray explained he could provide the Board with a virtual view of the lobby area.

The Board supported this recommendation.

Vice Chair Ferm commented he liked the branding with the Crimson and OMGHA. However, he would like to see more built into the branding for the skating school and the fact that this was the Maple Grove Community Center. He indicated he liked the concept that was presented, but noted some of the quote walls may be overwhelming due to their scale.

Chair Lewis encouraged the vendor to provide the Board with comparables or options.

Board Member Mielke suggested the vendor provide the Board with references on how often each use (OMGHA, skating school, community center, etc.) was referred to within the plans.

Board Member Cunningham proposed the skating school having their own logo or a designated spot on the wall.

Board Member Coss recommended the skating school have an updated logo. She explained the skating school was a huge program in the community.

Vice Chair Ferm questioned what would be done to pull the rinks all together. Mr. Murray reported he would like to look at the west rink next. He indicated he was looking into the naming rights and noted he would like to paint this area with the same look and feel as the east rink.

Vice Chair Ferm asked if there would be any major changes to the existing ice with the community project. Director Stifter explained a third sheet of ice may be added along with expanded locker room opportunities.

Chair Lewis asked if the proposed plans for the ice arena were keeping in line with the comprehensive plan for the community center. Director Stifter reported this was the case.

Board Member Syhre stated she was happy to see the community center being a part of the rebranding because the community center staffs this facility and keeps it running. Mr. Murray agreed it was a good idea to have the rebranding include the community center. Ms. Peterson commented on

the meetings that were held with OMGHA and it was reiterated to them that this facility was a community arena. She thanked the Board for their feedback.

Chair Lewis asked what would be the next steps if this item were approved this evening. Director Stifter reported Prime would be asked to create a virtual view of the lobby area and some modifications to the lobby. He noted the virtual view was outside their scope and Prime would have to be paid for this work. He reported the next action would then be to have Prime soliciting contracts and sponsorships.

Board Member Mielke questioned what the timeline was for this project. Director Stifter reported he would like to have this work completed in the next 12 months, but understood the work would come in pieces.

**Motion made by Board Member Helvey, seconded by Board Member Cunningham to approve arena branding concept per imagery provided by Prime Advertising and Design and to authorize staff to solicit bids and quotes for the proposed improvements related to the arena branding.**

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

#### NEW BUSINESS

**New Business, Item A  
Arena Sponsorship  
Program and Professional  
Services Agreements**

Director Stifter stated in November 2021, the Board approved the initial phase of a consulting services agreement with Prime Advertising and Design to develop an arena branding concept and sponsorship program. The completion of that work was reviewed by the Board in a March 17, 2022 work session. The general scope of work in phase two is for Prime to solely solicit and sell sponsorship packages for the Maple Grove Ice Arena as pre-determined and approved by the Board. Prime will be responsible for all coordination relating to the applicable display of advertisements associated with sponsorship and advertisement packages sold. The sponsorship program consists of various naming rights and advertisements throughout the arena as portrayed in the approved concept imagery and described in the two agreements: Naming Rights

Sponsorship and Sales Representation Agreement and the MGCC Ice Arena East and West Rinks – Sales Representation Agreement. The projected revenues have a predefined target value and goal but may fluctuate based on final terms with each sponsor. Packages are available in 10-year and 2-year terms depending on the type of sponsorship or advertisement. Prime will be paid for the Naming Rights Sponsorship packages sold on a percentage basis per the program and agreement. Compensation would include a \$3000 per month fee plus the 10% commission not to exceed \$125,000 for the complete 12-month term as outlined in the agreement. Prime will be compensated for the arena advertisement packages through a revenue share of 50/50 for sales related to this program and outlined in the agreement. Prime Advertising & Design is a trusted vendor and has proven committed to providing the necessary design and sales resources to the Community Center over the past 13 years. They are committed and connected in the Maple Grove community, which is essential for successfully completing this project.

**Motion by Board Member Helvey, seconded by Board Member Syhre to approve the arena sponsorship program and to direct the Parks and Recreation Director to execute the Naming Rights Sponsorship and Sales Representation Agreement, and the MGCC Ice Arena East and West Rinks – Sales Representation Agreement with Prime Advertising & Design for arena naming rights sponsorship and advertisement sales, subject to final review by the Parks and Recreation Director and the City Attorney.**

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

**Adjournment**

**Motion made by Board Member Cunningham, seconded by Board Member Helvey to adjourn.**

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

The meeting adjourned at 8:24 p.m.

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Respectfully submitted,  
Chuck Stifter, Director  
Parks and Recreation Board  
City of Maple Grove