

Minutes of the Minnetonka Park Board Meeting of January 4, 2017

Park Board members in attendance included Jack Acomb, Nelson Evenrud, Chris Gabler, Cindy Kist, Peggy Kvam, Elise Raarup and Madeline Seveland. Staff members in attendance included Ann Davy, Darin Ellingson, Michele Gerstner, Dave Johnson, Kelly O'Dea, Mike Pavelka, Perry Vetter and Sara Woeste.

Chair Raarup called the meeting to order at 7:05 p.m.

1. Approval of Minutes

Kvam noted one typo and suggested the clarification of the 494 corridor as it related to the mountain biking discussion. Noting the changes, Kvam moved and Evenrud seconded a motion to approve the meeting Minutes of December 7, 2016 as submitted. All voted "Yes". Motion carried.

2. Citizens Wishing to Discuss Items Not on the Agenda

None.

4. Business Items

A. Presentation of the 2016 Shady Oak Beach Operations Report

Background

Programming Division Manager Ann Davy reported that the 2016 Shady Oak Beach season began on Friday, June 3 and, due to favorable weather conditions, was extended a week closing on Sunday, August 28. Davy indicated that revenues for season and daily passes were down slightly, however overall facility visits increased from 2015. In addition, Davy reported that equipment rentals continue to grow in popularity, as well as group visits and birthday parties. New programs offered at the beach for both teens and adults, included stand Up Paddle Board Yoga and Sunset Beach Yoga.

Davy explained that the conversion to RecTrac software for daily operations at the beach resulted in some changes to the processing of sales, tracking and reporting. She noted that point-of sale screens were installed in both the main office and concessions stand and that concession stand inventory is now entered and tracked through RecTrac as well.

Davy reviewed the following operating statistics with the Board:

	2016	2015
Total Revenues	\$224,398	\$208,549
Total Expenditures	\$218,186	\$199,200
Net Operating Cost	(\$6,212)	(\$9,349)

	2016	2015
Season Passes Sold	4,003	4,020
Concession Revenue	\$50,356	\$54,887
Daily Pass Revenue	\$89,479	\$90,851
Rentals (paddleboards, kayaks)	906	664

Year	Attendance	Resident Season Passes	Non-Resident Season Passes	Total Season Passes
2016	31,139	3,073	930	4,003
2015	30,963	3,089	931	4,020
2014	31,937	3,067	1,101	4,168
2013	35,692	3,245	1,073	4,318
2012	39,980	3,642	1,416	5,058
2011	50,416	3,768	1,081	4,849
2010	43,531	3,598	1,000	4,598
2009	29,467	4,157	1,403	5,560

Davy asked for any park board member comments or questions.

Kvam noted that operating costs were approximately \$18,000 higher in 2016 than they were in 2015 and asked if there were any specific reasons. Davy noted that there were equipment purchases related to the RecTrac install that were made, and also noted that the season ran one week longer compared to 2015.

Raarup asked what the status of adding inflatable water play equipment in the future was. Davy responded by saying that rental of this equipment is not possible, however purchasing it is still under consideration in 2018.

Hearing no further comments, the Board thanked Davy and Michele Gerstner, Aquatics and Adaptive Recreation Coordinator, for their management efforts in 2016.

Recreation Services Director Dave Johnson expressed special thanks to Davy, Gerstner and Williston Fitness Manager Kelly O'Dea for their efforts in 2016. He noted that following the resignation of the previous aquatics manager in June, 2016, the aforementioned staff members took on additional responsibilities to ensure that

all operational aspects of the beach were covered. Johnson indicated that this led to one of the more successful seasons ever for Shady Oak Beach.

B. Consideration of 2017 Shady Oak Beach fee adjustments

Davy provided background related to how the existing fee schedule for Shady Oak Beach has come to be. She noted that the current pricing structure has been in place since 2008. Prior to the 2008 season, household passes were provided and allowed for unlimited household members to be included on a pass. This process became difficult to manage due to households adding visiting relatives, nannies and others to their household pass. The new system put in place improved options for those purchasing season passes and also provides a financial incentive to purchase season passes prior to the start of the season.

Davy went on to explain that Recreation Services recently changed the policy on registration start dates for residents and non-residents. She noted that the new policy allows anyone to register for recreation programs on the same day regardless of resident status. With the change to registration start dates, staff felt this would be an opportune time to consider changes to the season pass rates to continue to provide a benefit to Minnetonka and Hopkins residents.

Davy reviewed the following summary of 2016 season pass rates and proposed 2017 rates:

STATUS	DATES	2016	2017 (proposed)		
Resident	Pre-season	1-3 passes	\$12/pass	1-2 passes	\$13/pass
		4+ passes	\$6/pass	3+ passes	\$7/pass
	Opening Day – July 31	1-3 passes	\$17/pass	1-2 passes	\$18/pass
		4+ passes	\$8/pass	3+ passes	\$9/pass
	August 1 – Closing Day	1-3 passes	\$12/pass	1-2 passes	\$13/pass
		4+ passes	\$6 pass	3+ passes	\$7/pass
Non-Resident	Pre-season	1-3 passes	\$26/pass	1-3 passes	\$26/pass
		4+ passes	\$13/pass	4+ passes	\$13/pass
	Opening Day – July 31	1-3 passes	\$31/pass	1-3 passes	\$31/pass
		4+ passes	\$16/pass	4+ passes	\$16/pass
	August 1 – Closing Day	1-3 passes	\$26/pass	1-3 passes	\$26/pass
		4+ passes	\$13/pass	4+ passes	\$13/pass

Davy noted that staff felt that the proposed changes benefit both residents and non-residents. She explained that residents are paying a higher rate for the first two passes purchased, yet a family purchasing three or more passes will see a cost savings. Non-residents still pay a higher fee but no increase to these fees is proposed. Davy provided some examples to help understand the benefits to different sized families.

Davy explained that staff was looking for park board member approval on the rates proposed or any suggested changes to the plan that the park board was recommending. She asked for park board member questions or comments.

Raarup asked how many season pass memberships are sold to non-residents. Davy responded that 930 non-resident memberships were sold, amounting to 23% of the total memberships sold.

After expressing support for the staff recommended fee structure change, Gabler moved and Kist seconded a motion to recommend to the city council the 2017 Shady Oak Beach fee structure as prepared by staff. All voted "Yes". Motion carried.

Davy noted that before final approval, the Minnetonka Park Board recommendation would be brought to the Hopkins Park Board for consideration. If approved by the Hopkins Park Board, staff will include the changes in the 2017 budget.

C. Adoption of the 2017 Park Board Strategic Plan

Johnson provided a draft of the 2017 draft Strategic Plan as discussed and amended at the December 4, 2016 meeting. He noted that the plan included the same four primary goals:

- 1) To protect natural resources and open space,
- 2) To renew and maintain parks and trails,
- 3) To provide quality athletic and recreational facilities and programs and
- 4) Enhance long-term park board development.

The park board reviewed the draft plan and did not recommend any further changes.

D. Appointment of Park Board Chair and Vice-Chair positions

Evenrud was asked by multiple board members if he was interested and willing to move from the Vice-Chair to Chair. Evenrud indicated he was, but only if others were not interested at this time. Hearing none, Gabler moved and Seveland seconded a motion to appoint Nelson Evenrud as Park Board Chair for a term beginning February 1, 2017 and running through January 31, 2018. All voted "Yes". Motion carried.

Raarup asked if anyone was interested in serving as Park Board Vice-Chair. She then asked Kist if she would be willing. Kist indicated that she would be interested if considered. Hearing that, Seveland moved and Gabler seconded a motion to appoint Cindy Kist as Park Board Vice - Chair for a term beginning February 1, 2017 and running through January 31, 2018. All voted "Yes". Motion carried.

5. Park Board Member Reports

Evenrud indicated that his family purchased Shady Oak Beach memberships for the first time in 2016 and thoroughly enjoyed the experience.

Noting that it was her last meeting, Evenrud took the opportunity to thank Raarup for her eight years of service on the park board, and the past two as Park Board Chair. Speaking for the entire staff, Johnson echoed that appreciation and thanked Raarup for her professionalism, for bringing humor to the board as needed, and for her support of staff over the past eight years. Raarup thanked everyone for their kind words.

6. Information Items

Sara Woeste, Recreation Services Program & Special Events Manager, noted that the 2017 Capital Improvements Program includes funding for the placement of an electronic sign at the entrance to Shady Oak Beach. She noted that the sign would be used to promote programs at the beach and to provide operational updates such as weather closures. Woeste explained that staff has been working with a consultant to review requirements for the sign and develop design concepts. She indicated that the process is now ready for a review of a sub-committee comprised of Minnetonka and Hopkins Park Board members and asked if there was interest to serve on the sub-committee. Kist and Kvam both expressed an interest to serve.

7. Upcoming Park Board Agenda Items

No additional items were discussed in addition to the calendar included in the meeting packet.

8. Adjournment

Raarup adjourned the meeting at 7:47 p.m.