



Agenda Minnetonka Parks & Recreation Board

Wednesday, January 3, 2018

7 p.m.

Minnetonka Community Center – Council Chambers

Parks & Recreation

Board Vision

A city with outstanding parks and recreational opportunities within a valued natural environment.

Board Mission

The mission of the Minnetonka Parks & Recreation Board is to proactively advise the City Council, in ways that will:

- » **Protect & enhance Minnetonka's natural environment**
- » **Promote quality recreation opportunities and facilities**
- » **Provide a forum for citizens interested in our parks, trails, athletic fields and open space**

1. Roll Call

- | | |
|---|--|
| <input type="checkbox"/> Jack Acomb | <input type="checkbox"/> Peggy Kvam |
| <input type="checkbox"/> James Durbin | <input type="checkbox"/> Chris Gabler |
| <input type="checkbox"/> Chair Nelson Evenrud | <input type="checkbox"/> Madeline Seveland |
| <input type="checkbox"/> Cynthia Kist | <input type="checkbox"/> Chris Walick |

2. Approval of Minutes

A) December 6, 2017

3. Citizens wishing to discuss items not on the Agenda

4. Business Items

A) **Review of 2017 Farmer's Market Operations and staff recommendations for 2018 operations**

B) **Adoption of 2018 Park Board Strategic Plan**

C) **Selection of Chair and Vice Chair**

5. Park Board Member Reports

6. Information Items

7. Upcoming Park Board Agenda Items

8. Adjournment

Minutes of the Minnetonka Park Board Meeting of December 6, 2017

1. Roll Call

Park Board members in attendance included Jack Acomb, James Durbin, Nelson Evenrud, Chris Gabler, Cindy Kist, Peggy Kvam, Madeline Seveland and Christopher Walick. Staff members in attendance included Jo Colleran, Darin Ellingson, Kathy Kline, Kelly O'Dea and Sara Woeste.

Chair Evenrud called the meeting to order at 7 p.m.

2. Approval of Minutes

Gabler moved, Durbin seconded a motion to approve the meeting Minutes of October 4, 2017 as submitted. All voted "yes." Motion carried.

Kvam moved, Kist seconded a motion to approve the meeting Minutes of November 1, 2017 as submitted. All voted "yes." Motion carried.

3. Citizens Wishing to Discuss Items Not on the Agenda

None.

4. Business Items

A. Consideration of 2018 Park Board Strategic Plan

O'Dea explained that in 2001 the park board worked with an independent consultant to establish a process for developing and refining the strategic plan every year. For the draft of the 2018 strategic plan, staff is looking for the park board to provide suggested changes. Next month, staff would come back looking to approve changes.

Evenrud added that input is needed from everyone but especially from those who have been on the board for only one or two years.

Seveland asked what the change means for objective number four under the goal "To renew and maintain parks and trails."

O'Dea suggested discussing changes regarding the vision and mission statement and then moving to each of the goals and objectives.

No changes were made to the vision or mission statement.

Woeste explained in regards to objective four under the goal *to renew and maintain parks and trails* that the wording changed a little bit because now it will be presented at future meetings as those trails projects move up the lists and are on the docket in the Capital Improvement Plan (CIP). The change is more of a rewording because there is now a formal document and trails team.

Seveland said that it sounds like the previous objective kind of lead to this objective.

Woeste responded that yes, it has gotten to that point now.

O'Dea pointed out that under the goal *enhance long-term Park Board development* there is a similar change. With the creation of the project pages, they should be used to increase the awareness so that everybody knows about the project pages.

O'Dea said that staff made a few recommended changes that they are looking for feedback on; as well as other suggested changes to the objectives or goals.

Kvam asked if the mountain biking trails would fit under the goal *to renew and maintain parks and trails*, objective three.

Woeste responded that it could fall under objective three but adding something specific to mountain bike trails could be discussed.

Kvam said as long as it fits under objective number three, there did not need to be something specific.

Woeste replied saying that it would be under the goal *to renew and maintain parks and trails*. It could also go under objective number five, *Renew, expand and maintain a trail system to encourage outdoor recreation*. The type of trail does not specifically indicate what outdoor recreation activity they are geared towards, such as walking, biking, etc.

Durbin recommends leaving the objective generic so the park board is not restricted on projects.

Kist mentioned in regards to the goal *enhance long-term Park Board development*, that she wanted objective four clarified. Kist asked what the park board's intent is beyond their meetings to get involved in events such as the City Open House and Kid's Fest.

Woeste explained that park board members are welcome to help at events. The word schedule could be changed to a more appropriate word; such as encourage.

Kist said beyond attending the scheduled meetings and maybe a few other city related activities, she was not aware of any exclusive park board events.

Woeste says it is not required for park board members to help, so the word schedule could be changed to encourage. Another way it could read is that staff will provide opportunities for park board members to get involved.

Gabler wanted to look at the goal *enhance long-term Park Board development*, objective three about increase community awareness of park board projects. Gabler thought that staff was unfairly criticized about the communication of meetings at the October meeting. Gabler thought the information was out and thought that maybe the park board has to talk about it more but I think that is something we have to develop more than just a sentence and getting that stuff out. I think you did get all that information out. You can't force-feed people and I don't think we have to let people off without being accountable. I think when somebody stands at the podium and says that they didn't know, 95% of the time that is an excuse. I thought you were unfairly criticized that whole meeting because

I know the stuff is out there and maybe we have to come up with a way, maybe it is us talking more and getting some of the information out but I don't think that should all be on staff. To me that is where the partnership has got to work a little better.

Evenrud agreed with Gabler and liked the addition of the online project page. People can go online and look at it and not have to rely on information being posted on paper to tell you everything you need to know.

Durbin agreed with Evenrud and Gabler about the online project page. Durbin added that even though the *Minnetonka Memo* is a resource, there is limited space for information and can be used for certain items. Durbin included that the city does a lot of communication and there are many ways that people can see what is going on with the park board.

Evenrud suggested that the park board minutes are posted online.

O'Dea mentioned that objective six under the goal *enhance long-term Park Board development* was removed and a question was added about a facility needs study. A facility needs study is in the CIP for 2019; meaning that in 2018 a request for proposal (RFP) is possible. That would be a big deal knowing how busy a lot of the city's facilities are. Recreation's programming is taking over facilities at the Minnetonka Community Center, the Williston Fitness Center and the Minnetonka Ice Rink.

Evenrud asked if that would possibly involve the idea of another rec center or community center being built. Also, how it was proposed and why it got tabled in the past.

O'Dea explained that it is looking at the following things:

1. Existing conditions of facilities;
2. What the community wants;
3. How busy the Community Center and Williston Fitness Center are.

Staff is trying to figure out a plan moving forward to balance what we currently have with what the community needs.

Walick asked if one of the goals would be to build new or to refurbish the existing items.

O'Dea said that it is difficult to say right now. We are at a shortage of space in many facets. Gym space was one of the things that we were primarily looking at when the Glen Lake facility was proposed. An internal study indicated the need for gym space. For the internal study, staff looked at how programs were growing and the current space that was available. At that point, gym space was the number one need. It may not be that right now, there could possibly be a pool space shortage. Registration for our winter and spring classes just happened and aquatics classes filled up in the first minutes of registration. So really looking at what the needs are of the community and what potential space we have available; whether it is to refurbish or to build.

Gabler asked if we do a demographic study because it may lead to what facilities will be needed by the community.

O'Dea responded that it will definitely be part of it and it will be an overlay to the whole project. Some of the aging population are still active and learning what they are interested in and what that means as far as space is concerned is part of the study.

Walick said he can see it going smoothly and also the possibility of there being a battle. Walick asked if staff has learned anything new about evolving outreach into the community like Gabler was saying with that diverse crowd. Walick asked if staff would apply any of the new strategies learned with the mountain bike trail to the facility need study?

O'Dea explained that he thought the mountain bike project hit us as new staff to the park board that staff has learned a lot about that. Staff has not been involved with as controversial projects as this may be. When you go into a project you never really know how controversial it will be. Some of the things staff has done now definitely could be used towards future projects. O'Dea said that staff could write something regarding this space study and bring it back to the park board next month if that is something they are interested in.

Woeste mentioned that the study will be used as a tool moving forward. It indicates where we are deficient and what facilities are needed when moving forward with the CIP. This will be a study of what is needed; not necessarily where it would be located or look like. That would be down the road but this study is needed to get there.

Kvam asked if we got rid of the original number six because the next item on the agenda will rewrite it.

Woeste explained that we are going to do number six this year and did not think that it had to be done next year.

O'Dea gave an overview of what was discussed:

- 1.) There are no changes to the vision or mission statement;
- 2.) Some of the changes that staff recommended seemed to be good changes;
- 3.) Look at changing objective three and four under the goal *enhanced long-term Park Board development*.

This will likely be brought back in January.

B. Review of Volunteer Recognition Event

Evenrud said that the volunteer recognition event that was held in November was a great event.

Woeste indicated that objective six was going to be discussed and reviewed the event. The volunteer recognition event has taken place since 2014. Previous to that, the park board recognized individual Eagle Scouts for special projects. In 2014, the park board decided they wanted to recognize all volunteers across recreation and parks. The annual recognition follows the joint meeting with council and over 500 volunteers have been invited each year in those areas. This year, there were 85 individuals that RSVP'd yes. Of those 85 that said they were coming, 30 percent did not come, however, there were weather issues that evening.

Woeste learned a few things and said she would send out a specialized reminder; not just the generic reminder through the evite. Senior Services has the most volunteers attend the event. One thing that was not mentioned in the report is that senior services volunteers get recognized through the senior services division each year at a daytime luncheon event; so a lot of them are already recognized annually. Now that this has happened a few years, we realized that there are a lot of repeat customers that are already getting recognized. People really appreciate the recognition and there is nothing wrong with getting recognized twice but since it was in the strategic plan; the event should be discussed. Some things to discuss would be:

- 1.) Is this event working?
- 2.) Should anything change?
- 3.) Is the frequency too often?

People like the ceremony part followed by a reception and that probably should not change.

Walick asked if there has been growth in the number of volunteers or continued volunteers since this was started.

Woeste replied that the number of volunteers that are used is about the same. The most volunteers invited was around 700 and that was the first year the event was held. Woeste cannot figure out which area had the most but a lot of the volunteers help with many things; especially seniors.

Walick asked if volunteers have given us feedback about the event.

Woeste indicated that most of the feedback received is heard at the event. Usually the feedback is saying that it is a great event; or that people speak too fast or were not loud enough. Nothing negative has been received about the event.

Kvam said that the weather really was a detriment this time because she knew people that were planning to go and did not think it was worth it because of the weather. One of the reasons Kvam got a certificate was for her activity in the senior bike club and she had never heard of the senior recognition event that the senior services division does. Kvam thinks if this was every other year, it would be fine because it is a nice recognition and would not want to eliminate it.

Walick asked if any Eagle Scouts were recognized at the ceremony.

Woeste replied by saying no and that there were not any major projects with them this year. They would have been invited to the event though.

Walick commented that even if the volunteer recognition was every other year, it would be nice to recognize an Eagle Scout somehow if they did a project the year there was not a recognition event.

Woeste said that if it was an off-year, we could recognize volunteers for the past two years. Woeste thought that it should stay at recognizing those from the past year because people are often repeaters from the year before anyway.

O'Dea said there is the potential of having the special projects come to a general meeting to get recognized.

Walick would rather recognize someone right away for their project then wait two years. At least for the Eagle Scouts, because their projects mean a lot and it is a big deal for them.

Acomb said if recognitions became too infrequent a person his age might do something recognition worthy but then leave for college before the recognition cycle comes up. At this event, he has not seen any people his age or very few; so that may not be an issue.

Woeste said that there is a big group of coaches and hardly any come because they have young children and does not know if we will ever capture that age of volunteers. If the time or day of the event changes, Woeste does not think that would matter because people are so busy and scheduled with their families.

Gabler suggested including it into the Minnetonka Summer Festival. There could be a volunteer hall of fame or recognize three or four people at the noon hour. Build a plaque or something to put on a wall recognizing the volunteer and maybe how long they have volunteered. This would bring in a new audience.

Evenrud likes the idea of a passive thing that people can visit on their own; but not sure about having it during an event with a captivated audience. The volunteer recognition event is a great thing for the people that are there and it is very rewarding. Seeing the volunteers' face smile, getting the handshake and seeing how happy the volunteers are to be there is a great thing. From the other side, watching staff's effort and thoughtfulness on it all is a lot of hard work. As Acomb said, it is hard not to do that every year, however the need to change it to draw more people in is needed. Especially, the coaches because they do so much. Maybe the volunteer recognition takes on a few forms, where there would be an in-person event that might be every other year but then there is a passive thing. The passive thing can be at a family event where the coaches can walk by and view it with their family. Evenrud pointed out how wonderful the recognition event was and the best part of the event for him was sitting with the volunteers after the event and getting to know them more. Evenrud would not want to lose that interpersonal relationship with any new events.

Kist was a little disappointed with the turnout. Kist was not sure if it was due to the weather because she has attended all of them and the first couple were great and really well attended. Perhaps, doing it every two years would be an option to look at. Kist loves the idea of having boards set up at the Open House or Summer Fest with volunteer pictures and a little description.

Seveland thinks the current event is successful and thinks if it switched to every other year there is the potential to get more attendees. There can be a little bit of excitement that gets lost when something is annual because even though it is once a year, people can look at it and say that they can just go next year. If the objective would be to increase attendance, then Seveland says looking at every other year is a good idea. Seveland is really intrigued by this idea of having an every other year volunteer recognition event and then on the off years having some other way of recognizing them.

Durbin said that the volunteer recognition event really means a lot to the people that show up to it and not to disregard them. Not everybody is going to attend so if people cannot attend, there needs to be something else. Durbin likes the Summer Fest idea because that brings in a lot of young families. Durbin's concern for the senior's is that they may really appreciate this recognition because they are not getting the recognition when they are doing their activities. Part of it is getting to say hi to the city manager, mayor and park board members and they may really appreciate that and Durbin would not want to take that away from them.

Kvam mentioned that there are display cases downstairs in the Community Center that rotate regularly and that might be a place where you could put a volunteer's display. It could be left up for a month and information about all the different groups and who is participating.

Seveland asked in our volunteer dynamic if an age group is missing because it was mentioned that most of the volunteers are seniors. Are there volunteers that are younger like the coaches that have the kid's that are not showing up? Is there a significant portion or is it like five to ten coaches?

Woeste responded and said that there is a significant number of coaches. There are between 50 - 100 coaches for both youth basketball and soccer. Coaches are incentivized with a credit on their account for coaching so they get something for volunteering.

Seveland said that the volunteer recognition is always going to be between 6 – 8 p.m. and people are putting their kids to sleep between 7-7:30 p.m., so even if there was childcare, that audience would not be able to come. This type of event meets a certain type of audience and maybe it is worth it to change the format. Maybe one year it looks like this and maybe the next looks like that and go back and forth to try and capture some of those people that may not be able to go to a Wednesday night meeting from 6 - 8 p.m. Possibly make it more engaging, maybe you have a family aspect for the volunteers that attend.

Durbin asked if Seveland is suggesting going to a park during the summer and having a picnic.

Seveland said she was not thinking of anything off the top of her head.

Walick kind of agrees with Seveland and Durbin or parts of that. Like Durbin said, it is better to have too much love than not enough. If everybody does not come every year, that is fine. To have it different every other year, might be a good way to approach it so it is not the same every year. Walick asked if there is a volunteer age range where people are not volunteering and asked if there should be more outreach to the teen, 20's and 30's age ranges.

Woeste said that there are more retirees that are volunteering. The city as a whole is doing a little bit more with reaching out for volunteers and putting that on the website and trying to get opportunities out there. There has always been a teen volunteer program through the recreation department and that is advertised in the summer brochure. There is a lot of interest in that and generally there is not enough space for all of them.

Evenrud said that from watching it for three years, this year was difficult with the weather and having to adapt and adjust and going through all that. Going through all that takes a high degree of difficulty to get it right. Evenrud had good things to say about how staff did and how staff made people feel and hopes that can continue in whatever format this goes in. Evenrud said that every other year would be a little more appropriate being that high degree of difficulty. Evenrud added that one thing that does work well is combining it with the joint meeting. There are more people there that can help the park board recognize people so it should always be combined.

O'Dea followed up saying that the volunteer event conjoined with the joint meeting seems to be a good fit for every other year. For the off year, O'Dea asked if there should be something formal like a picnic or do something passive like an area where people are recognized.

Woeste asked if staff did something to try and capture a different audience, would the park board suggest inviting coaches and families only or the whole 500 people in that offseason. Maybe it is not an event that is done but something that can be done year round such as highlighting a few volunteers in the brochure. Woeste mentioned if a volunteer display is made that it would not be implemented for probably a year because photos would have to be taken of the volunteers. A display could be made and the photos could be rotated and it can be out at city events such as the Open House and Summer Festival. It could also be put in the display case at times. Woeste thought if there was another volunteer recognition event that the younger volunteer probably still could not make it due to their busy schedule.

Seveland said that her husband is a firefighter and before an open house event that the fire department hosts, families of the firefighters are welcome to come to the event an hour early and can use the big slide. Seveland wondered if there was a way to tie that in with Summer Fest or an event where there is a small time frame where if you are a volunteer family you can jump on a bouncy thing before everyone else. It would be hard to control though.

Woeste responded that she has a few ideas as well and will come back to a future meeting with those ideas. Based on the feedback, it sounded like everyone was okay with having a formal event every other year.

5. Park Board Member Reports

Seveland wanted to reflect on the November 8 mountain biking meeting that consisted of individuals who have expressed concern about potential trails. Seveland attended and has suggestions for staff to keep in mind for the future meetings in December and January. Seveland thought that meeting probably was not as productive as it probably could have been and was not sure if it met the needs of the attendees. From her perspective it was obvious that the attendees needed to have the story told. The attendees walked in and had a lot of questions and she thinks we missed out on telling them this awesome story. This story of how *Imagine Minnetonka* started this mountain bike suggestion and how all these people had commented on it. Then students contacted the city and then there were students that worked on this from the VANTAGE program.

So, the first request for the next two meetings is to tell the story because Seveland thinks the people there were so stuck in that mindset of not understanding the facts and what the process was; that they could not get to the actual breakout sessions that they were supposed to. The second thing, anytime you are planning a public engagement meeting, you need to identify the need of the meeting. You want to gather the input and the feedback from the group that is participating but you have to identify the need of the attendees. In the case of that particular meeting, the need was missed. Seveland encouraged staff to work with WSB for the next two meetings to nail down what their need is and figure out what can be done with this group of people that is going to make them feel productive and valuable. Really get to the heart of whatever it is the people need out of this meeting.

6. Information Items

- A. O'Dea gave an update on the mountain biking community engagement process. In October, WSB came and presented three different options. The park board recommended the population based outreach process that included two focus groups and one general meeting and then asked to add a second general public meeting. There has been two focus group meetings. One was on November 8 and that was geared towards those that had concerns about mountain biking trails. The second focus group meeting was on November 16 and that was geared towards advocates for mountain biking trails. WSB lead both meetings and provided us with the three attachments as the feedback from those meetings. Those are attached to your packets, about the first five or so pages are detailed pages from the first meeting. The next five or so pages are from the second meeting and then finally there is a summary of both meetings.

There has been a lot of talk about the online platform Nextdoor. Unfortunately, that is something that staff does not have access to and are unable to get feedback online. Staff does want to get feedback online because there are people who cannot come to meetings but still want to provide feedback. Staff launched a topic on Minnetonka Matters, the online feedback platform on December first and it will remain open until January 31. Minnetonka Matters is something that staff can open and close and gather and manage feedback. A number of residents have already used minnetonkamatters.com.

Next Wednesday, December 13 at 6 p.m. will be the first of the two general meetings. The second one will be on Monday, January 8 at 7 p.m. Both meetings will be held at the Minnetonka Community Center. Anybody that has subscribed to the mountain biking project page will be notified and currently there are 600 people that have subscribed to the project page. By the second meeting on January 8, the hope is to have some of the sites narrowed down so some direct mailings near those parks can be done to inform people.

- B. Ellingson mentioned that on the Civic Center trails the portion is out on the peninsula by the soccer field. That area has been graded out and the gravel has been put down and is completed for this year. A portion right along the circle has also been paved so when snow is being hauled into that area, it will not get damaged. It will be built this fall. The final lift for that will go on in the spring and the rest of the paving for the remaining part of that circle will be done in the spring. We will also get going this winter on the portion off of Minnetonka Boulevard, east of the fire station out on those two islands. Hopefully,

there will be a dry spring and summer where we can get across the creek and do a little more of that work that could not be done this year with the high creek for most of the summer.

Ellingson explained that money was set aside in the 2016 CIP to replace the roofs at the Burwell House. That project was completed this fall. New cedar shake shingles were put in and there was a breather system installed that has an air gap between the shingles and the plywood substrate so it will let the air out. One of the big reasons for decay of the shingles was the growth of moss. Getting that area dried out and preventing the moss from growing there will prolong the life of the shingles. There are some ornamental woodwork on the ridges of the buildings that were taken down because some of them were damaged. Staff is working on getting new ones; either by making new ones or repairing some of the ones that were in decent shape. That work will be completed and they will be reinstalled in the spring.

The hockey boards at McKenzie Park were installed.

Evenrud asked Ellingson how he liked the product of the new boards.

Ellingson replied that they are really nice. They were easy to install and are optimistic that they will be easy to maintain in the future. With this system, the whole framework will always be there. If a panel gets damaged, just get a screw off one panel and put a new panel on verses disassembling the whole segment of panels.

Kvam asked in regards to the Civic Center trails, if it is the bike and walking trail that goes up over the creek, that leads up to the neighborhood north of the creek or if it is a different trail.

Ellingson said if you go past the soccer field and the water treatment plant, there is a circle at the end. This new trail is off to the east where there is a peninsula. Eventually, in a future phase there will be a boardwalk to connect the trails that will go over to Minnetonka Boulevard.

Kvam confirmed that they are not paving the section north of the boardwalk that is north of the creek.

Ellingson said no.

7. Upcoming Park Board Agenda Items

On December 16, there is the winter farmers market from 9 a.m. – 1 p.m. at the Minnetonka Community Center.

On February 11, Kid's Fest will be taking place from noon – 3:30 p.m. at the Minnetonka Community Center.

Seveland requested making Kid's Fest earlier.

Woeste responded by saying that the date is dependent on the dog sledder's schedule because it is the biggest draw of the event.

Seveland clarified that she was talking about the time of the event. She says that they usually go but pay for it later because the kid's usually nap in the afternoon. Seveland was curious how many other families are in the same boat as them.

Woeste said she can look into that. Historically, the time has moved around a little bit. There are religious things on Sunday but could look into starting it at 11 a.m.

Evenrud said based on experience, people are tired after that event due to all the activities.

8. Adjournment

Kist motioned to adjourn, seconded by Gabler. Evenrud adjourned the meeting at 7:57 p.m.

**Minnetonka Park Board Item 4A
Meeting of January 3, 2018**

Subject:	Review of 2017 Farmers Market Operations and staff recommendations for 2018 operations
Park Board related goal:	To provide quality athletic and recreational facilities and programs
Park Board related objective:	Offer a full range of programs for people of all ages and ability levels
Brief Description:	Park Board will review the 2017 Farmers Market operations and review staff's recommendations for 2018

Background

The Minnetonka Farmers Market began in the summer of 2009 and was managed by the city's Administration Department from 2009 to 2015. Recreation Services took over management of the market beginning in 2016. Amy Weiss was hired at that time as the Farmers Market Manager to coordinate marketing and operations and continued in this role in 2017.

Summary

The 2017 Farmers Market season ran for 14 weeks on Tuesday evenings from 3 – 7 p.m., June 13 – September 26. The market was located in the Ice Arena B parking lot on the Civic Center Campus adjacent to the athletic fields. The market included a total of 40 different vendors providing local fresh fruits and vegetables, baked goods, plants, crafts and a variety of other food items. There were 10 community groups that participated in the market this year as well, including the city's police and fire departments and the Hennepin County Library.

The 2017 Farmers Market season was successful with a total attendance of 6,890, an increase of 2,660 attendees from 2016, and a weekly average of 510 attendees. Both vendors and customers of the market were surveyed electronically at the conclusion of the 2017 season. The vendor survey results indicate that 62% of the returning vendors reported that their sales were the same or better than in 2016. The customer survey results show that the majority of customers attend the market to support local growers as well as for its convenience, selection of products and sense of community.

Based on feedback from patrons following the 2016 season, a winter market was added this year. The first of two indoor markets took place on December 16, 2017 and a second date is scheduled for February 10, 2018. Total attendance for the December market was 581.

Amy Weiss will provide a detailed summary of the successes and challenges of the 2017 market, review new programs and activities that were added, and present staff recommendations for the 2018 market.

Recommended Park Board Action: Review the 2017 Farmers Market summary of operations and recommendations for 2018 and provide input as needed.

**Minnetonka Park Board Item 4B
Meeting of January 3, 2018**

Subject:	Adoption of the 2018 Park Board Strategic Plan
Park Board related goal:	Enhance Long-Term Park Board Development
Park Board related objective:	Annually assess the park board strategic plan
Brief Description:	The park board will review park board strategic plan mission, vision, goals and objectives in place for 2017 and implement desired changes for 2018.

Background

In 2001, the park board worked with an independent consultant to establish a process for developing and annually refining a strategic plan. As a result of this endeavor, board members developed goals, objectives and specific action steps designed to meet the board's mission and vision developed earlier in the process.

Attached is the draft 2018 Park Board Strategic Plan. Updates have been made by staff to reflect requests made based on input provided by the park board at the December 6, 2017 meeting. The park board will consider adoption of this document at the January 3, 2018 meeting.

Discussion Points

- Does the park board desire any changes to the 2018 Strategic Plan?

Recommended Park Board Action: Review the 2018 draft Strategic Plan and consider adoption.

Attachments

1. 2018 Strategic Plan - Draft

Minnetonka Park & Recreation Board
2018 Strategic Plan – DRAFT

Vision for Minnetonka Park and Recreational Facilities

A city with outstanding parks and recreational opportunities within a valued natural environment.

The mission of the Minnetonka Park & Recreation Board is to proactively advise the City Council, in ways that will:

- Protect and enhance Minnetonka’s natural environment.
- Promote quality recreation opportunities and facilities
- Provide a forum for citizen engagement in our parks, trails, athletic facilities, and open space

Goals and Objectives (order does not reflect priority)

To protect natural resources and open space

- Objective #1: Provide feedback to assist staff in managing the open space process
- Objective #2: Continue to review and comment on the implementation of the natural resources stewardship plan
- Objective #3: Review options to enhance natural resources & open space
- Objective #4: Promote the city’s efforts of protecting and enhancing the community’s natural resources by creating awareness and supporting educational strategies

To renew and maintain parks and trails

- : Objective #1: Involve park board member participation in park & trail projects
- Objective #2: As needed, conduct an annual review of park dedication fees
- Objective #3: Identify areas of the city that are deficient of adequate park or trail amenities
- Objective #4: Review the city’s Trail Improvement Plan and consider trail projects as they are presented.
- Objective #5: Renew, expand and maintain a trail system to encourage outdoor recreation.
- Objective #6: Consider all options (off-road and on-road) to improve the connectivity and walkability of community

To provide quality athletic and recreational facilities and programs

- Objective #1: Perform an annual review of the Gray’s Bay Marina operations plan
- Objective #2: Anticipate, review and respond to community needs not previously identified
- Objective #3: Annually review policies related to the operation and management of parks to determine if changes are required
- Objective #4: Ensure that park amenities, recreational facilities and programs address future community needs and changing demographics
- Objective #5: Conduct a review of the athletic field fee schedule developed for 2017 and make recommended adjustments for 2018
- Objective #6: Review drafts of the updated Parks, Open Space and Trails (POST) Plan
- Objective #7: Offer a full range of programs for people of all ages and ability levels
- Objective #8: Responsibly maintain our parks, trails and recreational facilities, while fairly balancing user fees with general community support

Enhance long-term Park Board development

- Objective #1: Define Capital Improvements Program for 2019-2023 related to parks, trails & open space
- Objective #2: Enhance council relations- keep council members informed of park board projects under consideration

- Objective #3: Increase community awareness of park board projects through the online project page and community outreach
- Objective #4: Encourage board member involvement in annual park board and city related activities
- Objective #5: Annually assess the park board strategic plan
- Objective #6: Review the results of the community facility & programming space study

**Minnetonka Park Board Item 4C
Meeting of January 3, 2018**

Subject:	Appointment of Chair and Vice-Chair positions
Park Board related goal:	Enhance long-term park board development
Park Board related objective:	N/A
Brief Description:	By ordinance, the park board is required to select a Chair and Vice-Chair to serve beginning with the February meeting.

Background

By ordinance, the park board is required to select a Chair and Vice-Chair to serve beginning with the February 2018 meeting. The current terms of Chair Nelson Evenrud and Vice-Chair Cynthia Kist will expire on January 31, 2018. New appointments will serve a term from February 1, 2018 through January 31, 2019.

Recommended Park Board Action: Recommend appointments for the Chair and Vice-Chair positions for a term beginning February 1, 2018 through January 31, 2019.

**Minnetonka Park Board Item 6
Meeting of January 3, 2018**

Subject:	Information Items
Park Board related goal:	N/A
Park Board related objective:	N/A
Brief Description:	The following are informational items and developments that have occurred since the last park board meeting.

Mountain Biking Community Engagement Process Update

Given the large amount of interest and concern over the prospect of developing mountain biking trails within city parks, the city has hired WSB and Associates to conduct additional community outreach and engagement for the potential project.

In October, WSB presented three public engagement options to the park board. The board recommended the population-based outreach process, which included conducting two focus group meetings and two general public meetings.

General public meeting update:

- The first general public meeting was held on Dec. 13 and was geared toward all residents who had expressed concerns or interests about potential trails.
- The second general public meeting will be held on Monday, January 8 at the Minnetonka Community Center (7 pm).

Next step:

- Staff will develop a recommendation regarding mountain biking trails within the park system and present it to the Park Board at the February 7 meeting.

Park Planner Position

The 2018 Capital Improvement Program (CIP) includes funding for the addition of a new full time Park and Trail Planner. This position will work across departments to develop long-range park, trail and open space master plans and manage the city's trail priority ranking system. This new staff member will be part of the Recreation Department and we anticipate filling this position by early March.

2017 Athletic Field Use Summary

The city of Minnetonka provides athletic fields for a variety of community and city sponsored programs. Field fees were established in 2010 by the park board to streamline field reservations, process fees, and generate funds for operational maintenance and future capital projects. Fees collected each year are coded to general operations (67%) and to a capital fund for future upgrades to fields (33%).

In 2017, field hours reserved totaled 4,673 compared to 5,030 in 2016, a decrease of 7%. The decrease in hours is attributed to programs using additional hours on city of Hopkins fields (i.e. 212 kickball hours from 2016 moved from Oberlin field to city of Hopkins Central Park field #3 in 2017). Revenues totaled \$29,924 compared to \$29,252 in 2016. Sales tax accounted for \$671 of total revenue leaving net revenue at \$29,253. The amount allocated to the capital fund for future field upgrades is \$9,653.

Gray's Bay Marina Season End Update

The 2017 operating season opened to slip holders and boat launchers on April 7. Fuel was available for purchase April 21 and amenities including water, restrooms and sewage pump-out were available April 27.

The 2017 season operated without road construction for the first time in two years. For the most part, the boating season was business as usual with the exception of gas sales. The marina sold the most gallons of gas since it opened in 2003 selling 31,110 gallons, almost 24% higher than average. Staff believes this was due to excellent weather during the prime months, especially during weekends.

The marina was closed for the season October 31. The boat launch remained open until December 6 when ice formed on the bay. At that time the entrance gates to the parking lot were closed for the winter season. Winter access to Gray's Bay (ice fishing, snowmobiles, etc.) is available from the causeway directly north of the 101 bridge.

In October, renewal leases for the 2018 season were sent to existing slip holders. Slip fees for the 2018 season remain at \$3,900. Four slip holders chose not to renew at the end of the 2017 season. Staff has filled all vacancies from the wait list which currently has 13 names remaining on the list.

With nearly all expenses accounted for, revenues (\$257,700) have exceeded estimated expenses (\$186,861) by \$70,839. This balance will remain in the escrow fund which has an estimated year-end balance of \$544,200 (see attached).

Attachments:

1. 2017 Field Use Summary
2. Marina Operations Summary

2017 Athletic Field Use City of Minnetonka

Dedicated Field Complex	Non-city Programs			City-sponsored Programs			Revenue		
	2015 Actual Use Hours	2016 Actual Use Hours	2017 Actual Use Hours	2015 Actual Use Hours	2016 Actual Use Hours	2017 Actual Use Hours	2015 Actual	2016 Actual	2017 Actual
Big Willow Baseball	562	527	513	0	0	0	\$12,901	\$11,952	\$12,073
Big Willow Soccer	132	129	160	189	198	155	\$2,245	\$2,186	\$2,698
Guilliams Softball	189	247	303	0	0	0	\$1,302	\$1,568	\$2,009
Lone Lake Soccer	220	237	192	279	309	174	\$4,892	\$4,721	\$3,423
Civic Center	718	848	1008	915	834	860	\$3,590	\$4,240	\$5,136
Big Willow Softball	0	0	0	1155	1312	1128	\$0	\$0	\$0
TOTAL	1821	1988	2176	2538	2653	2317	\$24,930	\$24,667	\$25,339

Non-Dedicated Field Complex	Non-city Programs			City-sponsored Programs			Revenue		
	2015 Actual Use Hours	2016 Actual Use Hours	2017 Actual Use Hours	2015 Actual Use Hours	2016 Actual Use Hours	2017 Actual Use Hours	2015 Actual	2016 Actual	2017 Actual
Gro Tonka Field	167	177	180	0	0	0	\$842	\$885	\$885
Oberlin Field	2	0	0	0	212	0	\$32	\$0	\$0
TOTAL	169	177	180	0	212	0	\$874	\$885	\$885

Designated Field Complex	Non-city Programs Est. Use Hours	Revenue		
		2015 Actual	2016 Actual	2017 Actual
Big Willow - Youth BI	1560	\$1,500	\$1,500	\$1,500
Glen Lake Youth BB	1200	\$700	\$700	\$700
Guilliams Youth BB	700	\$1,100	\$1,100	\$1,100
Glen Lake Youth SB	325	\$400	\$400	\$400
TOTAL	3785	\$3,700	\$3,700	\$3,700

TOTAL REVENUE ALL FIELDS	\$29,504	\$29,252	\$29,924
		Sales Tax	(\$671)
		Net Revenue	\$29,253

Capital/Operations Revenue Allocation

Revenue Allocated to Operations (67%) \$19,599

Revenue Allocated to Capital (33%) \$9,653

2017 Gray's Bay Marina Operations Summary

	Actual 2016		Budget 2017		Estimated 2017
Total Revenues	\$240,471		\$237,400		\$257,700
Expenses	(\$152,901)	(\$201,200)	(\$164,017)		(\$164,017)
Capital Outlay	(\$12,514)	\$0	\$0		\$0
LMCD	(\$21,481)	(\$22,900)	(\$22,844)		(\$22,844)
Escrow*	(\$53,575)	(\$13,300)	(\$70,839)		(\$70,839)
Total Expenses	<u>(\$240,471)</u>		<u>(\$237,400)</u>		<u>(\$257,700)</u>
Balance	\$0		\$0		\$0

* Total 2003-2017 amount budgeted in escrow account = \$287,000; estimated amount escrowed through 2017 = \$544,200.

**Minnetonka Park Board Item 7
Meeting of January 3, 2018**

Upcoming 6-Month Meeting Schedule				
Day	Date	Meeting Type	Agenda Business Items	Special Notes
Wed	2/7/18	Regular	<ul style="list-style-type: none"> Mountain biking report and public meeting Presentation of the 2017 Shady Oak Beach Operations Report Review of the Shady Oak Beach inflatable amenity plan 	
Wed	3/7/18	Regular	<ul style="list-style-type: none"> Consideration of projects for the 2019-2023 Capital Improvement Program 	
Wed	4/4/18	Regular	<ul style="list-style-type: none"> Review the Natural Resources Division's 2018 Education and Outreach Plan 	
Wed	5/9/18	Regular	<ul style="list-style-type: none"> Annual Park Board Tour 	
Wed	6/6/18	Regular	<ul style="list-style-type: none"> 	
Wed	7/4/18	Regular	<ul style="list-style-type: none"> 	No meeting - holiday

Other meetings and activities to note:

Day	Date	Description	Special Notes
Sat	2/10/2018	Winter Farmer's Market	9 am - 1 pm Community Center
Sun	2/11/2018	Kids' Fest	Noon-3:30 pm Community Center, Ice Arena, & Civic Center grounds

Items to be scheduled:

Minnetonka Historical Society presentation regarding Burwell House