

**City of Fridley
Parks & Recreation Commission Meeting
May 6, 2019**

AGENDA

DATE: May 6, 2019 – 7:00 p.m.

LOCATION: Fridley Civic Campus – 7071 University Ave NE, Fridley, MN 55432 – (Banfill Conference Room - upper level next to Council Chambers).

CALL TO ORDER

1. APPROVE PARKS & RECREATION COMMISSION MINUTES OF: April 1, 2019
2. APPROVE PARKS & RECREATION COMMISSION AGENDA: May 6, 2019

3. **STAFF REPORTS**

- a. Program Highlights (attached)
- b. Springbrook Nature Center Report (attached)

4. **NEW BUSINESS/ACTION ITEMS**

- a. Update on Parks Master Plan
- b. Moore Lake
- c. Update on Springbrook Nature Center Pavilion Project

5. **UNFINISHED BUSINESS:**

- a. Other

6. **ADJOURNMENT**

Next Meeting: June 3, 2019 at the Fridley Civic Campus – 7 p.m.

CITY OF FRIDLEY
PARKS & RECREATION COMMISSION MEETING – APRIL 1, 2019

CALL TO ORDER:

Chairperson Heintz called the Parks & Recreation Commission Meeting to order at 6:59 p.m.

ROLL CALL:

Members Present: Pete Borman, Mike Heintz, Shanna Larson, EB Graham, and Ryan Gerhard

Members Absent: Dave Kondrick

Others Present: Steve Eggert, Councilmember, Luke Cardona, Marketing Manager, Scott Hickok Community Development Director and Deborah Dahl, Director of Community Services and Employee Resources

The commissioners and attendees went around the room and introduced themselves, providing a short background of their history on the committee or with the City.

Ms. Dahl distributed a contact list of the commissioners that included term dates.

1. APPROVAL OF MARCH 4, 2019 PARKS & RECREATION COMMISSION MINUTES

MOTION made by Ms. Larson to approve the March 4, 2019 meeting minutes of the Park and Recreation Commission, seconded by Ms. Graham.

UPON A VOICE VOTE, ALL MEMBERS VOTING AYE, CHAIRPERSON HEINTZ DECLARED THE MOTION CARRIED.

2. APPROVAL OF PARKS & RECREATION COMMISSION AGENDA FOR APRIL 1, 2019.

Chairperson Heintz called for a motion to adopt the agenda for April 1, 2019. Ms. Larson made a change to the agenda to include Councilmember Eggert's item. She MOTIONED to approve the agenda to add Mr. Eggert's item on 4f. Mr. Borman SECONDED the MOTION.

UPON A VOICE VOTE, ALL MEMBERS VOTING AYE, CHAIRPERSON HEINTZ DECLARED THE MOTION CARRIED.

3. STAFF REPORT

a. Program Highlights

Ms. Dahl summarized a few of the highlights from the packet, stating that staff is currently into spring activities and scheduling the adult summer leagues and athletics.

Ms. Dahl stated that the tree sale is very popular and going well, with up to 40 trees reserved so far. Mr. Borman had asked how the decision was reached to determine the kind of trees. Ms. Dahl said she would have staff respond. Mr. Heintz suggested that if we start the program earlier and people are looking for a certain tree (for example a maple tree) then it could be arranged to pre-order.

b. Springbrook Report

Ms. Dahl said the registration for summer camps at Springbrook are going very well and the new software has been a great tool for staff.

Engagement Specialist, Alyssa Kruzel, is diving in at the Nature Center by reaching out to a number of new school contacts for expanding school programs and curriculum. Her efforts are proving to be very fruitful.

Though the final results are not in yet, the Spring Spree did very well and felt like the turn out and funds raised were positive.

4. NEW BUSINESS/ACTION ITEMS:

- a. **New Commission Member** - Ms. Dahl thanked Ryan Gerhard for expressing an interest and joining the commission. Mr. Gerhard was appointed by Council in April and has an interest in parks and recreation and brings a background of youth wrestling, football and sports.

Commission Appreciation Dinner - Mr. Eggert reminded the committee that the Commission Appreciation Dinner is scheduled for April 15th at 6 p.m. at the Springbrook Nature Center and asked them to attend.

- b. **Marketing and Communications Activities** - The city's Marketing Manager, Luke Cardona, showed the commission some of his plans and activities for marketing, specifically related to Parks and Recreation. He demonstrated some of the tools like POLCO – an on-line survey tool, where seven surveys have been deployed to collect information from residents and businesses about areas of interest. He mentioned three surveys have been focused on parks and recreation (Winterfest, volunteerism, and on-line activity registration).

Mr. Cardona discussed efforts in social media (like Facebook) and mentioned how staff have been trained on best practices and techniques to improve the City's use and branding.

The registration software for PerfectMind is another platform for social media that will make promoting programs easier and monitor success. He said the data base of users is a great opportunity for easy promotion.

Ms. Dahl mentioned that there are approximately 1500 profiles set up in the set up system that can be marketed to (400 enrolled within the last month).

Ms. Larson said she loved getting the e-mail prompt that said we have new programs starting if you'd like to register, check out our programs.

Mr. Heintz asked if there was a way to discount or give a credit/coupon to prompt someone to register or bring in new subscribers. Mr. Cardona said they are working on a variety of ideas.

Mr. Cardona said that he has been working on a basketball court renovation promotion from the Minnesota Timberwolves. He said that nominations are being collected for communities to participate and vote for the best project. He submitted an application today and should know in the next few weeks to see if Fridley will be a finalist. If a finalist, then the City will promote the need/interest and if selected will be a great public relations opportunity. Ms. Dahl said this will be a great public engagement activity as well if awarded.

Mr. Cardona showed the new electronic newsletter for Springbrook has been designed and launched on March 15th. The digital newsletter is called *Tales to the Trails* and is similar to the Fridley 4 U. The template and tool we be used monthly to promote activities in a timely way and can be easily produced by staff on an on-going basis. The next step will be to brand for the City of Fridley Recreation.

The Springbrook Brand Guideline document is being developed and will be useful to keep a consistent look and feel on documents, promotions and the City's image.

Staff will be working on a social media calendar that can be scheduled and intentional and thoughtful about what appears on line.

Mr. Heintz said that establishing a good social media presence is important and sets us apart from other cities and getting new residents. Mr. Cardona said that it's important to stay competitive and provide information about what is happening within the City.

Ms. Dahl said that over time, the city will have reports and statistics to track the people who are looking at information.

c. Joint Powers Agreement with Anoka County

Ms. Dahl summarized the Joint Powers Agreement that is proposed between the City and Anoka County to accommodate the changes in the regional trail due to the redevelopment project at the Civic Campus. She also pointed out where the playground relocation would occur.

Mr. Hickok provided an update on the residential development at the civic campus, stating there will be 72 row homes and town homes with Lennar. He said that the Pulte project is almost completely sold out. Commission members had a few questions. No final requests or actions taken.

Ms. Dahl mentioned there have been a number of inquiries on Community Gardens, which have been suspended due to the development. She stated that staff is research other options and will continue to explore ideas.

She also gave the commission an update on the playground, which is still in the design and conceptual phase.

Mr. Heintz suggested staff put up a sign for the playground and Ms. Dahl said she would look into it along with an opportunity for a public engagement activity.

Ms. Dahl said that it is desirable to have the design of the playground to be compatible with the civic campus. Mr. Hickok explained the bridge is an important feature that is being fine-tuned now.

Ms. Dahl said that staff has been working on trails and cross walks and once designs and plans are further along staff will bring those back to the Commission.

Mr. Heintz called for a motion to approve the proposed Joint Powers Agreement – Mr. Borman made the MOTION to approve, which was SECONDED by Ms. Larson. UPON A VOICE VOTE, ALL MEMBERS VOTING AYE, CHAIRPERSON HEINTZ DECLARED THE MOTION CARRIED.

d. 49'er Days Event

Ms. Dahl provided the commission with the schedule and summary of the events, stating the location will be at Commons but moved to the southern end of the park to accommodate the classic car show.

Ms. Larson said she liked having the event in the late afternoon.

Ms. Dahl said volunteers are needed and encouraged people to become involved.

Ms. Dahl mentioned that staff will be obtaining the fire rescue truck which will be repainted and customized for recreation events like 49ers', city open houses, police events, etc.

- e. **Timberwolves Court Renovation** – Discussion took place earlier under Mr. Cardona's presentation.
- f. **Councilmember Eggert** is planning to attend all commission meetings and wanted to attend the parks commission, particularly after seeing the priorities of the Council have so much to do with parks.

He said he had taken a call from a resident over by Briardale Park about people who are not cleaning up after their dogs and wanted the commission to know. Mr. Eggert felt that there could be better communication to remind people about the need to keep public spaces and parks cleaned and picked up. A number of ideas were suggested to provide containers and bags for depositing waste or putting reminders in the *City Newsletter*.

- g. Ms. Dahl mentioned the City staff met with **Twin City Gateway** to explore ideas on how to bring people into the City through tourism, including senior softball, pickle ball, and cricket tournaments, mountain bike trails races, Fat tire bike races, Santa Runs, etc. By working with them the social media promotions with Explore Minnesota. Staff will be working on phone applications for the future and mapping software.

- h. Mr. Heintz said that several comments have come in to him about **Moore Lake Park** and asked what is being done and how long with the master plan take. Ms. Dahl said that she will come back to the commission with an update and hope to provide some information and ideas. Other commission members weighed in on similar concerns and interests, including considering offering a kayak rental station or sand soccer field. Ms. Dahl said that Moore Lake is a priority and she and Jeff Jensen can come back with some additional information at the next meeting.

Ms. Larson said that as she was researching places to take her kids along with friends for the summer and was disappointed because there were no water features with indoor/shade features in Fridley such as splash pads next to playgrounds. She said she would also like to see an indoor playground in the city.

Ms. Dahl said that the feedback is good for staff and they will continue to work on plans to provide a lot of options for residents through this master planning process and the commission's input is valued.

ADJOURNMENT

Ms. Larson made a MOTION to ADJOURN THE MEETING ON APRIL 1, 2019 AT 8:59 P.M., SECONDED by Ms. Graham. UPON A VOICE VOTE, ALL MEMBERS VOTING AYE, CHAIRPERSON HEINTZ DECLARED THE MOTION CARRIED - MEETING ADJOURNED.

Respectfully submitted,

Deborah Dahl, Director
Community Services and Employee Resources



COMMUNITY SERVICES/EMPLOYEE RESOURCES
RECREATION DIVISION

UPDATE

May 2, 2019

Fridley is a Finalist for the Timberwolves Court Renovation Competition

Each year the Minnesota Timberwolves and U.S. Bank partner to provide basketball court renovations and upgrades to four select courts in different regions of Minnesota. They call this project "Our Courts. Our Future." The City of Fridley Marketing and Recreation divisions applied to have Madsen Park basketball court renovated. The application alone did not guarantee a nomination, as there are many organizations that submit to have their local basketball courts upgraded as part of this program.

On May 2, we were notified that Madsen Park in Fridley has been chosen as one of three nominees in our region. Voting details have not yet been made available, but once they are, the Marketing & Communications team will move fast to promote this and make a city-wide call-to-action to vote for Madsen Park's basketball court. The winning basketball court will receive a brand-new court put in by the Timberwolves and U.S. Bank and will host a ribbon cutting alongside Timberwolves personnel, athletes, press, and local community members, including youth.

Spring Break Trips

Spring Break field trips were held April 1-5. The participants all enjoyed the exciting outings to the following locations (participation numbers listed following location): Crayola Experience (17), Zero Gravity (20), MN Science Museum (16), Big Thrill Factory (21), and Monticello Community Center (25).

Now Hiring For Summer Staffing

Margo and Cleve held interviews for summer seasonal staff on Thursday, May 2nd. We are looking to hire between 5-8 staff and have 16 staff returning from last summer. We are currently reviewing applications for summer intern position as well.

The Public Works Department is looking for summer maintenance help as well. Interested applicants should apply now on the City's website: www.fridleymn.gov/jobs

Volunteers Needed

The City is always in need of volunteers for events, service and clean-up projects and supporting programs. If you are interested in helping out, please contact Alyssa Kruzel at 763-572-3579 or e-mail at alyssa.kruzel@fridleymn.gov.

New Software Is Going Well!

With having launched the City's new registration system five months ago, nearly 2,000 residents and clients have registered on-line. The system will provide an easier way to enroll on-line for programs throughout the year as well as reserve shelters and receive information about upcoming events. The system is being tested to use for ordering products like the Tree Sale.

Next Brochure

The May/June brochure is hitting the streets now and will be distributed electronically and available on the City's website soon. This issue is slightly larger than most due to all of the summer activities.

Strategic Planning

Following the Councils Focus on Fridley workshop, staff have been preparing for 2019-2020 and beyond by developing goals, budgets, IT needs and capital improvement requests to line up with Council priorities. Some of the key areas Recreation and Nature Center staff will be focusing on will be: Parks Master Plan; promoting programs, amenities and activities; Building Relationships and collaborations; Improving financial stability and organizational excellence.

Community Engagement

Community Engagement Specialist, Alyssa Kruzel has been working on developing a formal public engagement plan and will be working with Environmental Planner Rachel Workin to launch an on-line tool call Social Pinpoint to collect ideas, feedback and input from the public about parks, amenities and needs. The tool and demo are located on the City's website. In addition, Alyssa has been working on establishing connections with community organizations, community leaders and neighborhoods to identify areas of need, provide support and help to promote the community. More to come!

49'er Event

Staff is very involved in assisting with the plans for 49'er Days. June 13 & 14, including coordinating the event with Public Safety and Public Works, developing marketing materials and advertising, developing and coordinating the pre-parade family activities and assisting with logistics and permitting.

UPCOMING CITY-SPONSORED EVENTS:

Environmental Fun Fair and Fix It Clinic – May 4, Springbrook Nature Center – 10 a.m. to 2 p.m. (FREE)

Bike Helmet Clinic – May 7 from 4-7 p.m. at the Fridley Police Department (FREE)

HeartSafe CPR and AED Training – May 14, 6-7 p.m. Fridley Civic Campus

Community Blood Drive – May 17, 9 a.m. to 3 p.m. at the Fridley Civic Campus

Pet Clinic – May 18, 2-4 p.m. Fridley Civic Campus – Fire Department

49'er Days – June 13 & 14, Commons Park

Summer Programs Start Week of June 11

Summer Concert at Springbrook Nature Center– June 25, 7-8:30 p.m.– Featuring - Good Morning Bedlam

Springbrook Nature Center

Monthly Report – May 2019



- The Pavilion Activity Center project is moving forward with MN DNR Outdoor Recreation Grant Program funding in the amount of \$150,000. A required match from existing park CIP and Springbrook Nature Center Foundation funds.
 - A staff committee has sought input and finalized the design and materials. Stamped engineered drawings have been received and materials are set to be ordered with an 8-10 week lead time.
 - The Springbrook Foundation Development Committee continues to meet to discuss fundraising and opportunities to secure in-kind donations for the project, expected to begin spring 2019.
 - McGough Construction has agreed to a \$25,000 financial contribution
 - Vision Woodworking, Park Construction and Parsons Electric have made verbal commitments to contribute in-kind services.
 - Demolition of the old picnic pavilion was completed the week of March 25th.
- A Migration Celebration event was held on April 27th featuring many activities and a presentation by the University of Minnesota Raptor Center. 140 visitors enjoyed the event.
- The Environmental Fun Fair was held on Saturday, May 4th. The event was a partnership with the City of Fridley and Anoka County 4-H. The event featured many exhibitors, presenters and hands-on activities. Expected reach is between 150-250 guests.
- Springbrook is actively pursuing new environmental education partnerships and is in discussion with North Park Elementary, Fridley Public School Primary Years Program, and Park Terrace Elementary to explore partnership possibilities.
- April and May are very busy times for school programming with daily field trip and school outreach programming happening with Fridley Public Schools, Adams Elementary and other partner schools.
- Thanks to a grant from the Coon Creek Watershed District, Springbrook is hosting an interactive digital exhibit on the Mississippi River developed by Hamline University. The exhibit will be on site for the month of May.
- The new Perfect Mind registration system has been working well. There have been nearly 1,800 accounts created by guests to enroll in programs and activities through the Recreation and Nature Center activities.
 - Summer camp registrations are going well with several camps filling and over \$60,000 in revenue from enrollments.
- We have been awarded several grants for habitat improvements at Springbrook Nature Center, with some work to be completed at Moore Lake Sand Dunes Natural Area. One grant from the Minnesota

DNR is in the amount of \$37,000 and the other state grant administered by Great River Greening is in the amount of \$51,450 with an \$8,000 City match payable over 3 years. Combined, the work will remove invasive buckthorn from large areas of the parks as well as including prescribed burns to encourage the healthy growth of native species. A request for proposals was sent out a proposal is being finalized with Landbridge Ecological (formerly Wetland Habitat Restoration) who did the plantings and maintenance of the interpretive center landscaping.