

**1. Roll Call**

Park Board members in attendance included Kyle Gallagher, Bruce Gefvert, Tim Goodyear, Amber Greves, Denny Lambert, and Patrick Robben. Staff members in attendance included GERALYN BARONE, Ann Davy, Jennifer Garvey, Dave Johnson, and Mike Pavelka.

**2. Approval of Minutes**

Komarek moved and Lambert seconded a motion to approve the Minutes of October 1, 2008 as submitted. All voted "Yes." Motion carried.

**3. Citizens Wishing to Discuss Items Not on the Agenda**

None.

**4. Business Items**

**A. Review recommended changes for the scheduling of outdoor ice rinks for youth hockey**

Recreation Services Programming Division Manager Ann Davy introduced the item and provided a summary of existing practices related to the scheduling of outdoor ice time by local youth hockey associations. Davy noted that ice rinks are maintained at six Minnetonka park locations (Gro-Tonka, Meadow, McKenzie, Spring Hill, Covington and Boulder Creek), as well as two Hopkins School District locations (Gatewood and Glen Lake Elementary Schools). She indicated that MYHA currently reserves Monday through Thursday evenings from 6:00 – 8:30p.m. at all park locations with the exception of Meadow Park. She added that there is currently no charge for use of the hockey rinks, and that schedules for use are posted at each rink site to inform users.

Davy reviewed direction provided by the park board at the October 1, 2008 meeting. She presented a matrix that summarized current practices of other municipalities as compared to a staff recommendation for Minnetonka that included revised reservable times of 7:00 – 9:00 p.m. and improved monitoring of actual hours used. Davy explained that the change in times would allow for general public use of the hockey rinks from 4:30 – 7:00 p.m. Mondays – Thursdays, and non-restricted use Fridays - Sundays.

Goodyear asked for park board comments and feedback to the staff recommendation.

Komarek asked if any restrictions would be placed on the number of hours that an association could reserve. Davy indicated that initially there would not be any restrictions.

Gefvert asked if there would be any implications if the reserved hours were not used. Davy responded that the association representative would be contacted and changes made to the schedule if hours are abused.

Lambert asked if there would be competition between the local associations for the available hours. Davy responded that currently only Minnetonka Youth Hockey has expressed an interest in reserving outdoor ice hours.

Goodyear asked how user groups would be contacted about the changes. Davy indicated that a memo will go out to all the associations later this month explaining the procedures put in place.

Responding to a question from Gefvert, Davy indicated that weekly schedules would be posted at each ice rink location informing users of the hockey rink schedule.

Robben asked if it would be possible to also monitor the amount of usage each hockey rink receives during the times available for public use. Davy indicated that she would have staff monitor the public times as well.

Lambert moved and Robben seconded a motion to approve the staff recommendation as presented, changing the outdoor hockey rink hours available for reservation to 7:00 p.m. to 9:00 p.m. and increasing monitoring of use for both public and organizational use for the 2008-2009 outdoor ice rink season. All voted "Yes". Motion carried.

## **B. Summary of Shady Oak Beach Operations**

Assistant Facilities Manager Jennifer Garvey provided the staff report for this item by providing a summary of accomplishments related to the three goals developed for improvements to Shady Oak Beach operations for the 2008 season. Garvey identified the three goals as 1) Improved Customer Service; 2) Improved revenue forecasts; and 3) Improved technology & systems changes.

Garvey continued with a review of revenue figures noting that 2008 revenues increased \$16,396 over 2007 totals. She explained that while season pass sales actually decrease by \$422, daily pass sales increased by \$15,111. Garvey added that concession revenue increased \$1,469 and miscellaneous revenue \$238 from 2007 totals.

Garvey indicated the 2008 total expenditures were \$8,613 higher than 2007, due to an additional \$16,668 spent on a one time capital equipment purchase to implement changes made to the beach operations. Garvey noted that total staffing costs were reduced by \$10,717; and concession costs were reduced by \$879 from 2007 totals.

Goodyear asked for park board member feedback and questions.

Lambert asked if there were any impacts on beach operations this past summer due to the Shady Oak Beach road construction. Garvey responded that initially there were impacts related to utility services and that traffic and noise issues were also prevalent, however year end surveys were did not indicate significant concerns by users.

Robben inquired about the swipe card system used and asked if reports could be generated that indicated the range of visits season pass holders made throughout the year. Garvey replied that the card system did provide a wide range of reports and noted that she would look into available reports on number of visits. Robben followed with a question of why lifeguarding costs were less in 2008. Garvey indicated that the most significant reason for the reduction was a turnover in staff that is experienced on a regular cycle resulting in newer staff starting at a lower pay scale.

Gefvert asked if safety was compromised in the lifeguard cost reduction. Garvey indicated that it was not; adding that missing children reports were actually reduced this past season as compared to previous seasons. Gefvert asked for an explanation of the \$3,728 spent on guest services in 2008 for the first time. Garvey explained that this was the new staff position put in place to implement the new changes made in 2008. She added that these staff positions handled all customer service issues related to the new system including sales, printing of cards, etc.

Greves asked what the average age of a lifeguard is at Shady Oak Beach. Garvey responded that the youngest a guard can be is 15, however the city's policy is not to hire until age 16. She estimated that the average age is 19 to 20 years of age. Greves asked if the city paid for staff's Red Cross certification. Garvey indicated that the city did not, however the city does compensate employed staff members for CPR recertification.

Garvey closed by providing results from a post-season survey of the 2008 season pass holders. She noted outstanding to above average ratings for the following questions:

- Customer service at the time of purchase 87%
- Overall beach experience 90%
- Meeting facility expectations 89%
- Customer service at the beach 81%
- Cost of season pass 66%
- Value of the new express entry line 84%

She also provided statistics on the number of times visited, the time of day visited, residency, and how beach users received information on the facility.

Recreation Services Director Dave Johnson noted the effectiveness of the changes made for 2008, explaining that staff worked with park board representatives from Minnetonka and Hopkins to find a price threshold that would not negatively impact facility revenues. He noted that after over 30 years of the previous system, he viewed this as the most significant challenge. He closed by noting the significance of season pass revenues being collected in advance of the beach system, indicating that these sales provide guaranteed revenue despite weather conditions, thus justifying a reduced price.

Assistant City Manager asked Garvey how prospective pass purchasers are informed of pass sales. Garvey indicated that for 2008, all 2007 pass holders were mailed information. She added that for 2009 this would most likely be done using email to reduce expenses.

Gallagher suggested that staff work with local school districts to spread information about the beach, particularly the benefits for teenagers.

The board indicated support for continuing the same operations and costs used for 2008 again in 2009. Johnson noted that one potential change for 2009 that staff is considering would be to provide a late season pass rate similar to the early season rate offered in 2008. Johnson indicated that staff would explore the revenue implications such a rate would have and report back to the board.

The board thanked Garvey for her report and administration of the changes made that resulted in a very successful 2008 season.

### **C. Gray's Bay Marina Annual Report**

Facilities Manager Mike Pavelka provided an introduction and background to the item, noting that park board initially developed recommendations for the operations of the Gray's Bay Marina prior to the facility opening in the spring of 2003. Pavelka explained that the two documents developed by the park board and approved by the city council included an operations plan that regulates how the facility is managed and a business plan that serves as the facility's annual budget.

Pavelka provided a brief summary of 2008 operations noting that the facility opened on April 18 and closed on October 31. He noted that the park board recommended a slip fee increase of 2.7% for 2009, adding that renewal notices have been sent to qualifying residents.

Pavelka reviewed facility revenues and indicated that 2008 revenue estimates are \$229,700 compared to \$219,800 which was budgeted. Pavelka noted that the revenue increase was primarily due to increased gas revenues, adding that the additional expense to purchase gas was added to expenditures as well.

Pavelka informed the park board that the estimated net operating surplus of \$22,000 was \$4,500 higher than budgeted and will be transferred to the Gray's Bay Marina escrow account for future capital needs for the site.

Goodyear asked for an explanation of the Marina budget responsibility towards the city's portion of the Lake Minnetonka Conservation District's (LMCD) budget. Pavelka explained that initially, it was projected that the Marina budget would assume 20% of the city's LMCD responsibility in 2007 and increase that amount by an additional 20% annually as long as the market allowed. Citing concern for too high of an increase in slip rates, Pavelka noted that the park board recommended only an additional 10% increase for 2008, and to keep the total at 30% for 2009.

Assistant City Manager Geralyn Barone explained that the LMCD sets the rate for each city that is associated with the LMCD and that prior to 2007, 100% of the city's responsibility was budgeted to the city council's budget. It was then determined that the Marina budget would be a more appropriate source. She noted that 70% of the total LMCD payment remains in the city council's budget.

Robben expressed appreciation for staff's management of the budget to actual expenses and revenues which resulted in a better than expected bottom line. Goodyear echoed Robben's comments by noting the importance of placing additional dollars in the escrow account.

## **5. Park Board Member Reports**

Greves inquired about the status of future Williston Center upgrades and programming. Johnson indicated that the pool improvements are scheduled for 2010, followed by the designated building improvements in 2011. He informed the park board of staff's plans to begin a summer recreational camp program at the Williston Center that would provide summer long programming for up to 45 children, with the possibility of expanding to 100. Johnson explained that the program would be geared towards health and fitness and will incorporate a variety of activities for children entering grades 1 through 6.

Greves followed with a question of the timing for development of the new Mills Park. Barone responded that work will begin in 2009 and that plans will come to the park board before being presented to the council. She added that required Community Investment Fund hearings will most likely be scheduled for summer 2009.

## **6. Information Items**

The park board discussed possible topics for discussion with the city council at their joint meeting scheduled for December 3, 2008.

**7. Upcoming Park Board Agenda Items**

The park board reviewed the tentative upcoming meeting schedule included in the meeting packet. Johnson noted that the city council is scheduled to consider the park board's recommended changes to the Comprehensive Athletic Field Use Policy at their meeting of November 24, 2008. Both Goodyear and Gefvert indicated they could represent the park board at that meeting.

**8. Adjournment**

The meeting was adjourned at 8:47 p.m.