

1. Roll Call

Park Board members in attendance included, Patty Acomb, Kyle Gallagher, Bruce Gefvert, Tim Goodyear, Denny Lambert, Elise Raarup, and Patrick Robben. Staff members in attendance included Geralyn Barone, Jennifer Garvey, Dave Johnson, Mike Pavelka and Perry Vetter.

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

2. Approval of Minutes

Robben moved and Lambert seconded a motion to approve the Minutes of October 7, 2009 as submitted. All voted "Yes." Motion carried.

3. Citizens Wishing to Discuss Items Not on the Agenda

None.

4. Business Items

A. Presentation of the 2009 Shady Oak Beach Operations Report

Jennifer Garvey, Program & Aquatics Manager, provided a presentation reviewing 2009 Shady Oak Beach operations. She reviewed the outcome of three successful changes to operations from 2008 including, the implementation of a storage bin system for patrons, the reduction of operating hours on poor weather days, and the marketing of daily admission and concession coupons for early season pass purchases.

Garvey reviewed 2009 operating outcomes with the board. She reported a net profit of \$20,792 (revenues of \$186,969 compared to expenditures of \$166,177), despite season pass sales and attendance well below expectations due to poor weather conditions throughout the summer. Garvey indicated the primary reason for the net profit was due to the closing of the facility on poor weather days resulting in the reduction of personnel costs.

Garvey noted staff was not recommending any fee increases for either daily or season passes for 2010, however, she did recommend to the board two changes submitted by staff for 2010:

1. To allow only one unpaid family member to be present at the beach for swimming lessons with a registered participant.
2. To implement a maximum of 10 patrons on a household account when purchasing season passes. Garvey reported a concern with a few non-resident households purchasing season passes for over 40 people at a reduced rate. The reduced rate was intended originally for those households with four or more family members.

Garvey asked park board member for questions or feedback.

Gallagher asked what process was used to notifying patrons when the facility was closed. Garvey indicated there was not a process; however the facility only closed during weather conditions that were extremely poor due to excessive rain or low temperatures.

Gefvert asked if there was any feedback to the closing of the facility on poor weather days. Garvey indicated that she received no feedback. Johnson added that in past years he received comments from patrons critical of the beach remaining open during poor weather conditions. He indicated that those concerned felt that keeping the facility open during poor weather inflated the cost of season passes.

The park board supported placing a maximum on season passes sold to a household, and expressed disappointment that the previous allowance was taken advantage of.

Lambert praised the efforts of staff to keep operating expenses down and operating the facility in the black. Dave Johnson, Recreation Services Director, noted that the efforts of Garvey resulted in the beach operating at a profit in 2009 despite the worst weather conditions experienced in several years. He added that since the new season pass system was installed in 2008, the beach has operated at a net profit both years, 2008 being an exceptional weather year and 2009 being very poor. He credited Garvey's leadership for the outcome.

Garvey provided a presentation of customer survey results for Shady Oak Beach. She reported the following information was collected from 178 patrons completing surveys in 2009:

- 34% of season pass sales were sold at the beach.
- Customer Service at the time your pass was purchased was rated excellent (51%), above average (28%), good (20%), below average (1%) and poor (0%).
- Overall experience at the beach was rated excellent (29%), above average (46%), good (24%), below average (less than 1%), and poor (less than 1%).
- 89% indicated that the facility met their expectations.
- Customer Service at the beach was rated excellent (26%), above average (32%), good (39%), below average (less than 2%), and poor (less than 1%).
- The value of a season pass was rated excellent (33%), above average (28%), good (26%), below average (11%), and poor (2%).
- The quality of lifeguarding was rated excellent (32%), above average (34%), good (32%), below average (2%), and poor (0%).
- 24% reported living in Hopkins, 60% in Minnetonka and 16% non-residents.

The park board thanked Garvey for her excellent management of Shady Oak Beach.

B. Presentation of the 2009 Gray's Bay Marina Annual Report

Mike Pavelka, Facilities Manager, provided a season ending summary of Gray's Bay marina operations. He noted that the facility opened for operations on April 3, with the site fully operational by April 22. He added that the leased boat slips closed on October 31 and that the public landing will remain open as long as the DNR feels it can be operated safely with ice conditions.

Pavelka stated the 2010 slip leases were mailed in October at a lease rate of \$3,800 for the season as recommended by the park board. He noted that any slips not renewed will be filled by using the facility's wait list.

For the 2009 season, Pavelka indicated that use of the facility was reduced moderately from previous years due to the general economy and poor weather conditions. He noted that gas sales were down about 3% (700 gallons) from 2008, however as a result expenditures for the purchase of gas were down as well.

Pavelka reviewed the Gray's Bay Marina Business Plan and reported the facility operated on budget with a transfer of \$30,400 to escrow as compared to the budgeted amount of \$18,900.

Gefvert inquired as to when 2009 slip holders needed to decide on renewing their slip lease for 2010. Pavelka responded that lease agreements and deposit were required by November 12.

Lambert asked what the status of the facility's escrow fund was to date. Pavelka estimated that the balance was \$130,000. Lambert asked if there is a plan in place for the use of this fund for capital needs in the future. Pavelka indicated that there is a 25 year plan that was put in place when the facility opened. Lambert requested that a copy of the plan be included in the next meeting packet. Lambert commented on the accuracy of the budget and thanked Pavelka for the excellent job he and his staff provides managing the facility.

Pavelka reviewed the Management Plan established by the park board prior to the marina opening in 2003. He noted that the plan includes a requirement that the park board review it on an annual basis and refer any recommended changes to the city council. No changes to the plan were recommended by the board.

5. Park Board Member Reports

Gallagher mentioned that his family has been involved with the Recreation Services fall youth soccer program and noted that the officials, field quality and organization of the program were outstanding.

Raarup requested that the park board review possibilities for the addition of a smaller dog park in the park system. Vetter indicated that he will continue to look for possible locations, noting that the location would dictate the size and amenities the park could offer.

6. Information Items

Vetter reported that the city has received the DNR permit required to place additional sand on the beach at Libbs Lake.

7. Upcoming Park Board Agenda Items

The board reviewed their upcoming 6-month schedule and made no additions or changes.

8. Adjournment

The meeting was adjourned at 8:20 p.m.